



Rotary Club of Louisville

July 10, 2014

What is the Purpose of Cities?

Cities are an invention to maximize exchange (goods, culture, friendship, knowledge) and to minimize travel.

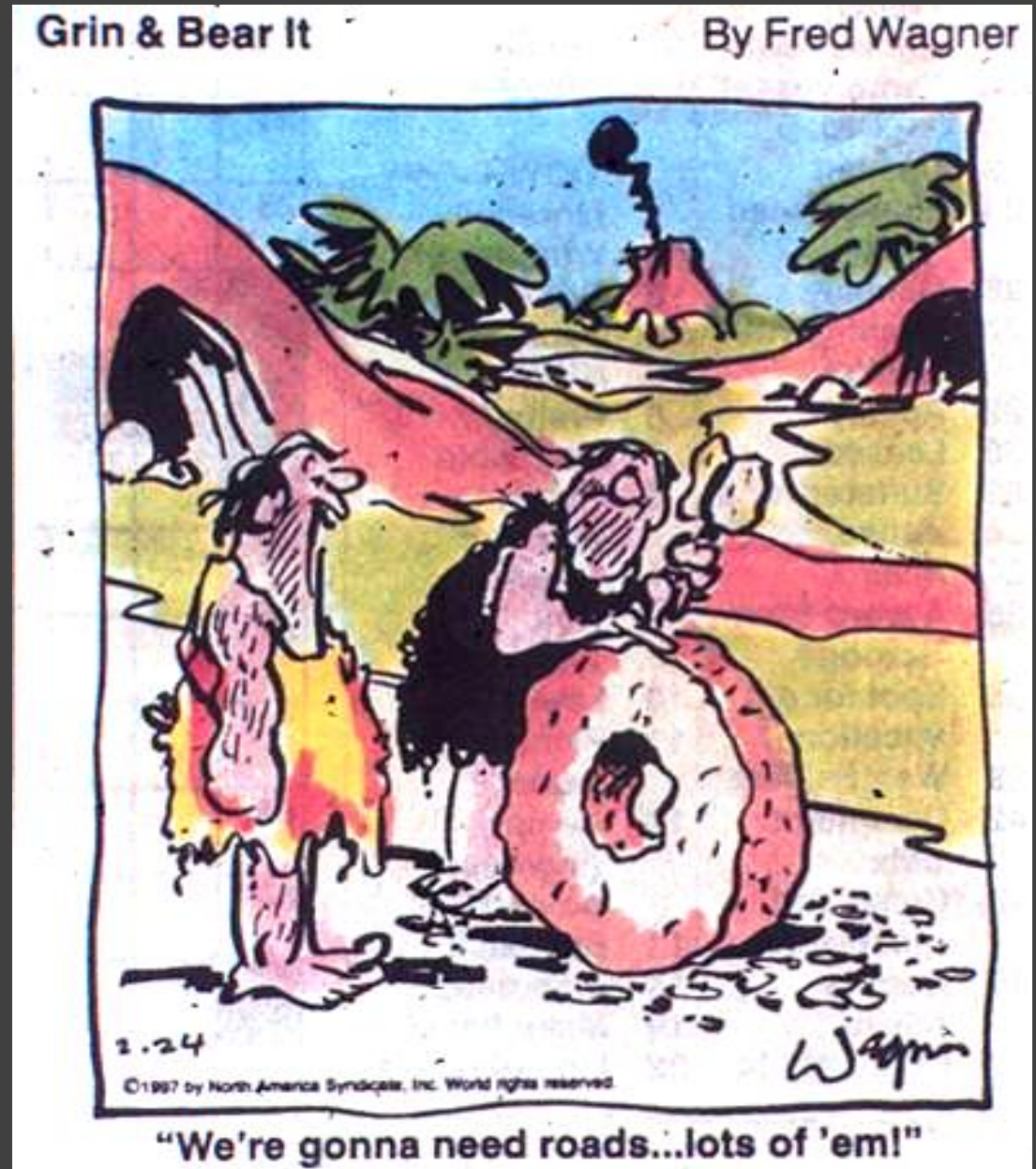
The role of transport is to maximize exchange

...David Engwicht



Transportation investments are powerful and far-reaching.

Transportation accounts for **19 percent** of spending by the average household in America - as much as for food and health care combined.



The Good Old Days



Jefferson at 3rd

- 
- A dark, historical photograph of a crowded city street. The street is filled with people, some walking and others standing. There are several horse-drawn carriages and early automobiles. The buildings are multi-story, with many windows and fire escapes. The overall atmosphere is one of a busy, densely populated urban environment.
- Crowded
 - Dangerous
 - Dirty
 - Unhealthy
 - Lacking Greenspace

Identifying Last Century's Problems

LANCASTER, KY.

SHOWING THE LOCATION OF EACH CASE OF CHOLERA

1873.

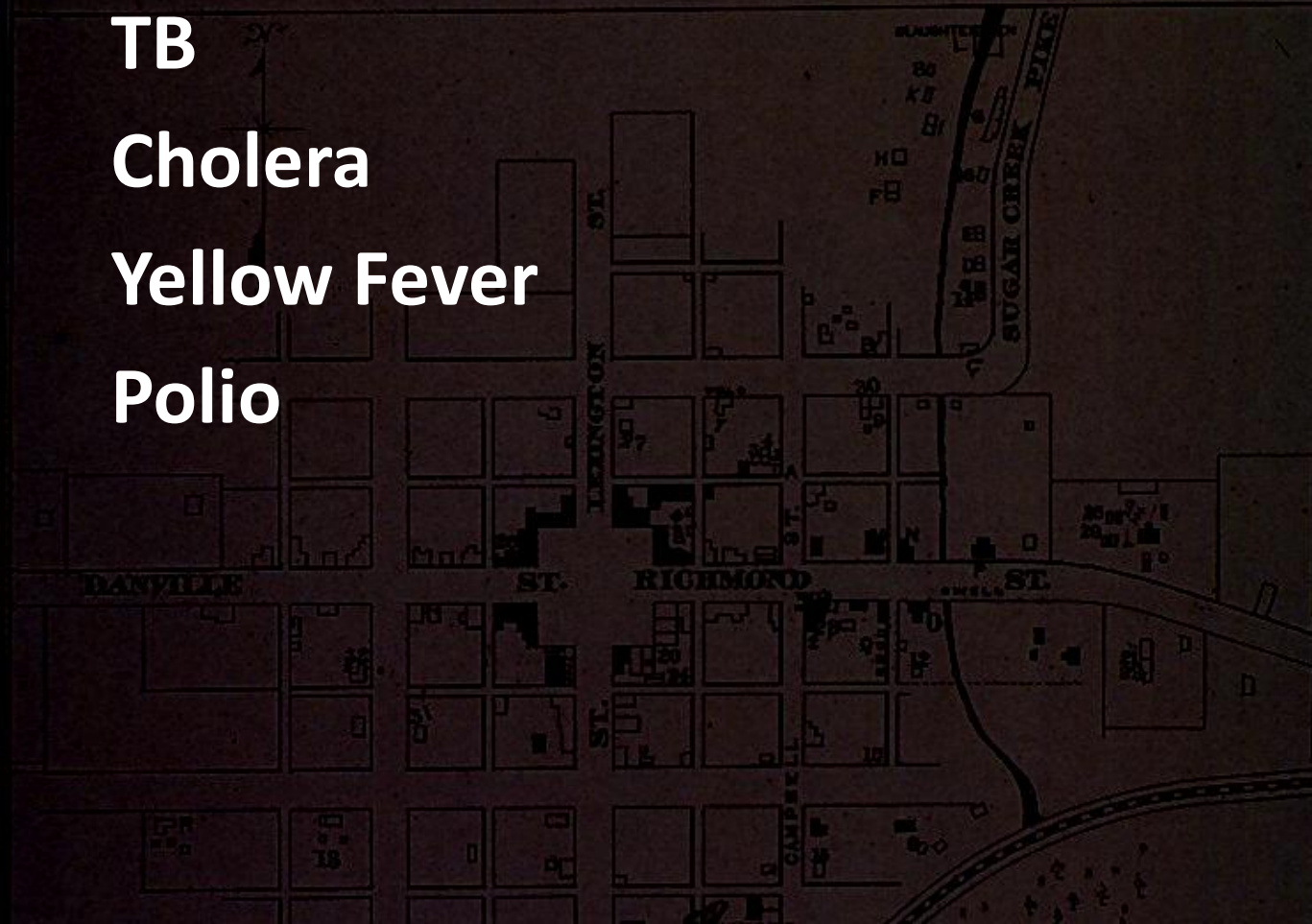
Infectious Diseases

TB

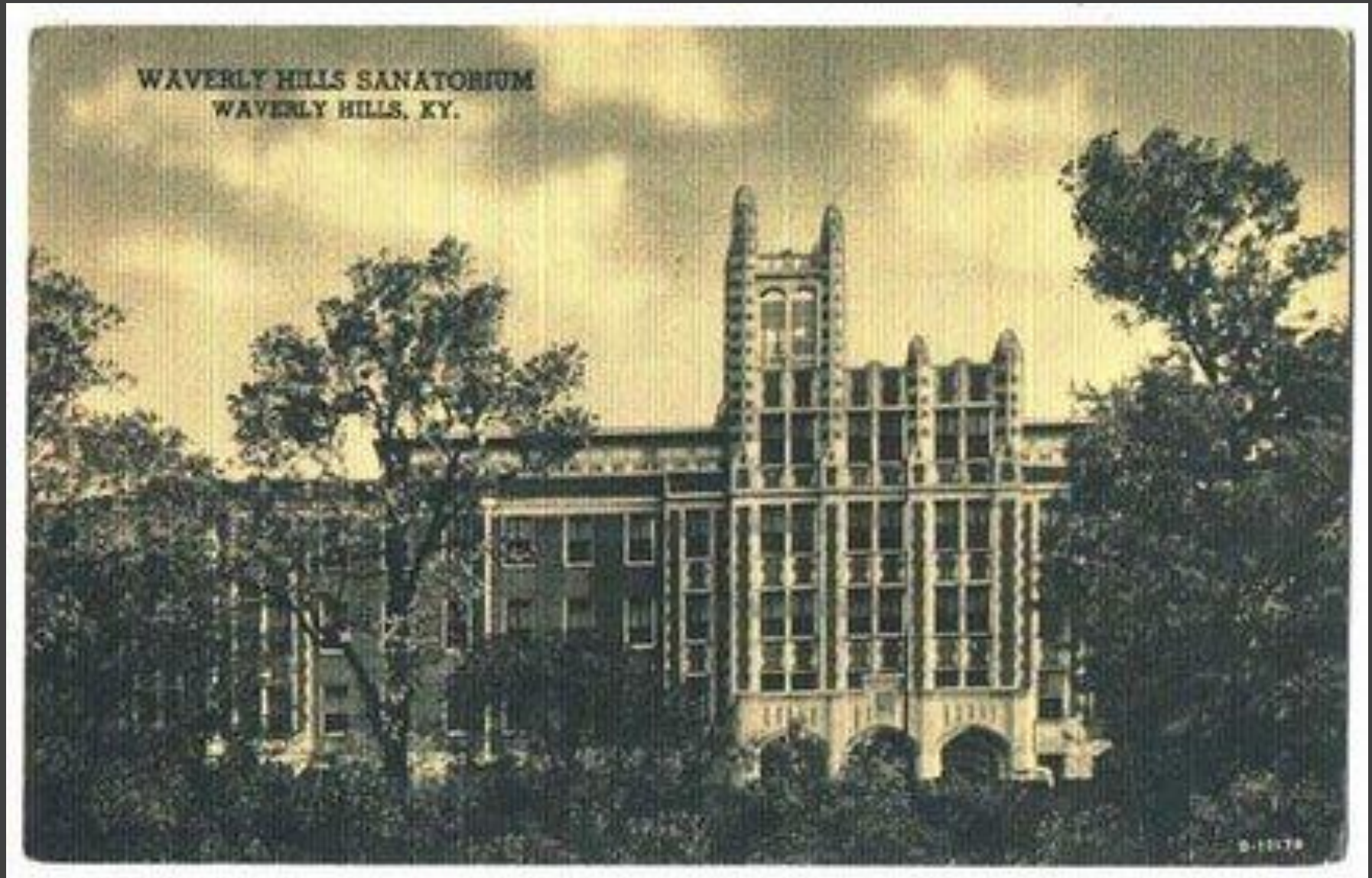
Cholera

Yellow Fever

Polio



Formulating A Response



Waverly Hills Sanatorium, Jefferson County

THE
GENERAL MOTORS
EXHIBIT BUILDING

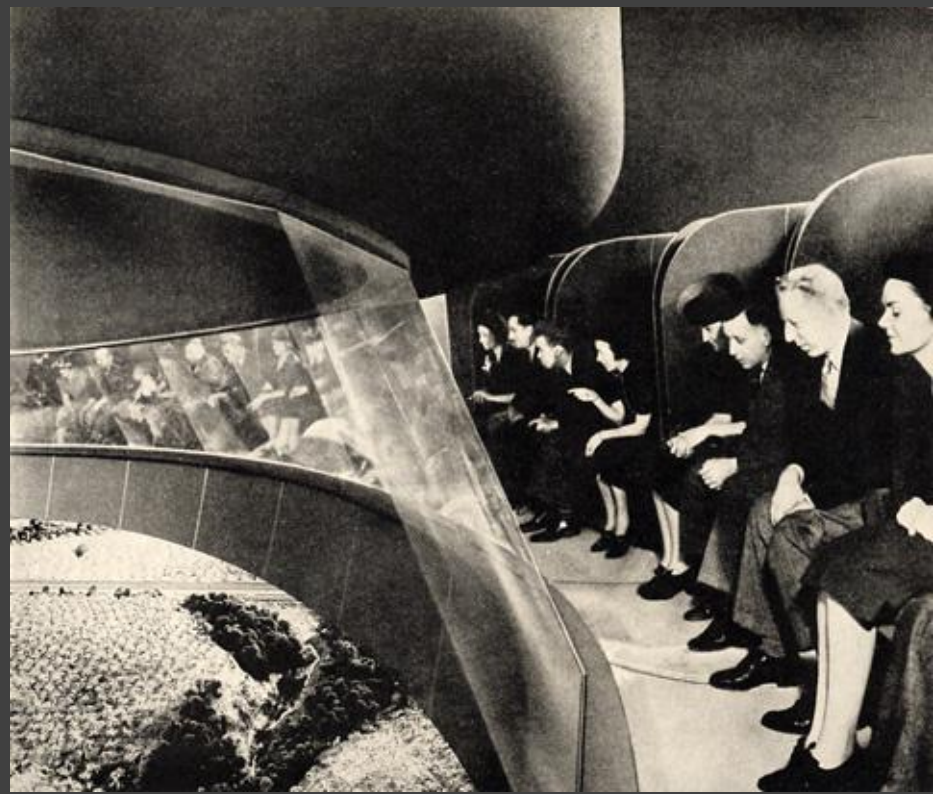
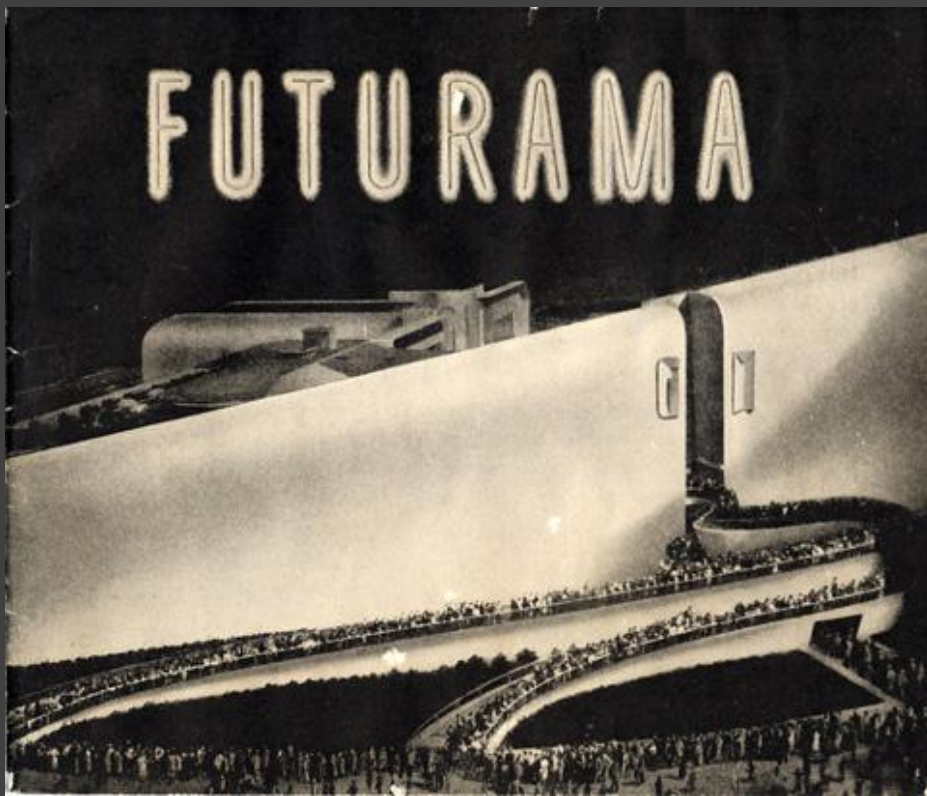


1939

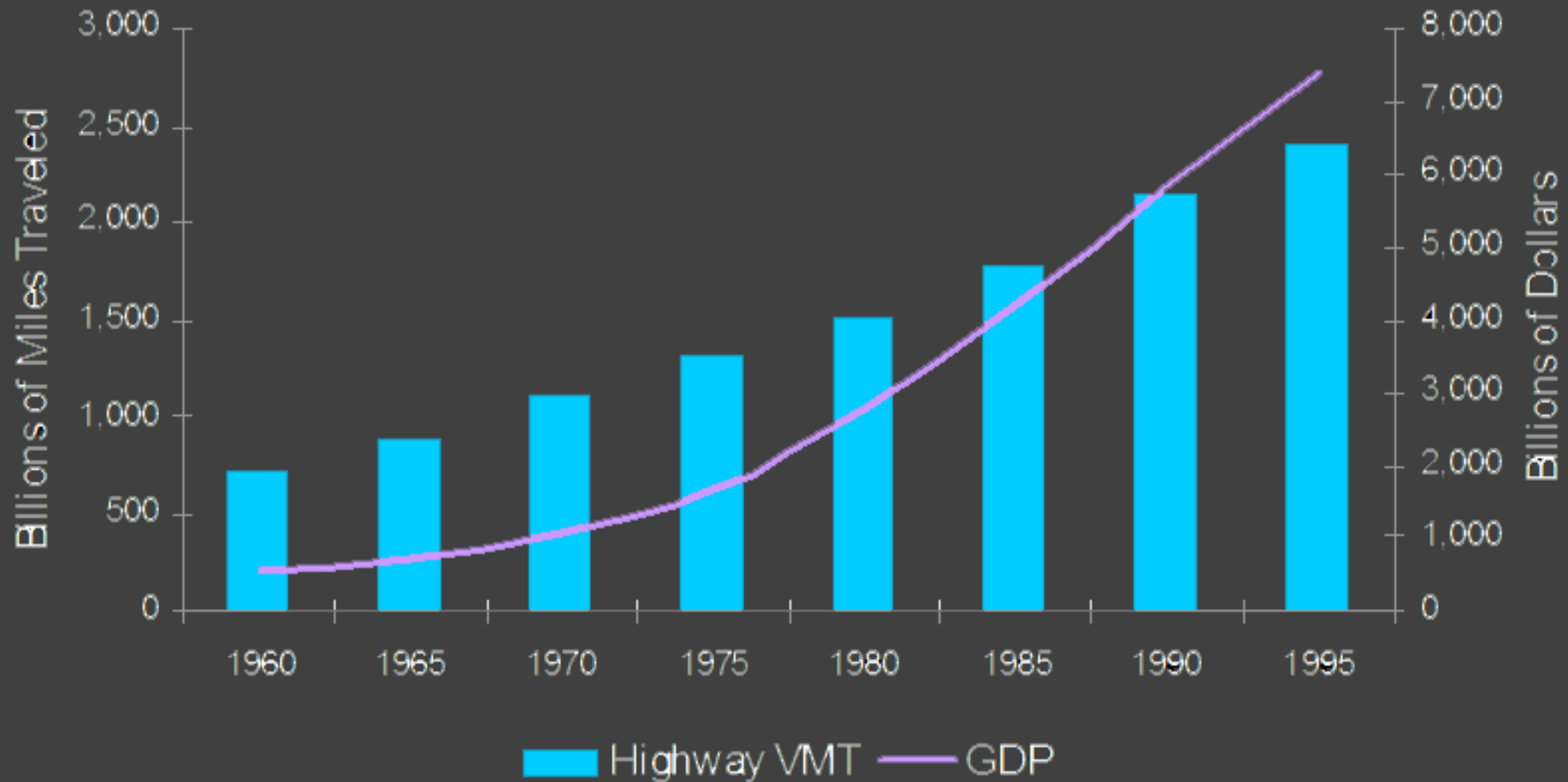
New York World's Fair
HIGHWAYS AND HORIZONS



"abundant sunshine, fresh air, fine green parkways will blend together seamlessly with dazzling skyscrapers and seven-lane highways."



Transportation improvements allow economic growth.



Unintended

Consequences

What Is The Purpose of Cities?



Access



Mobility

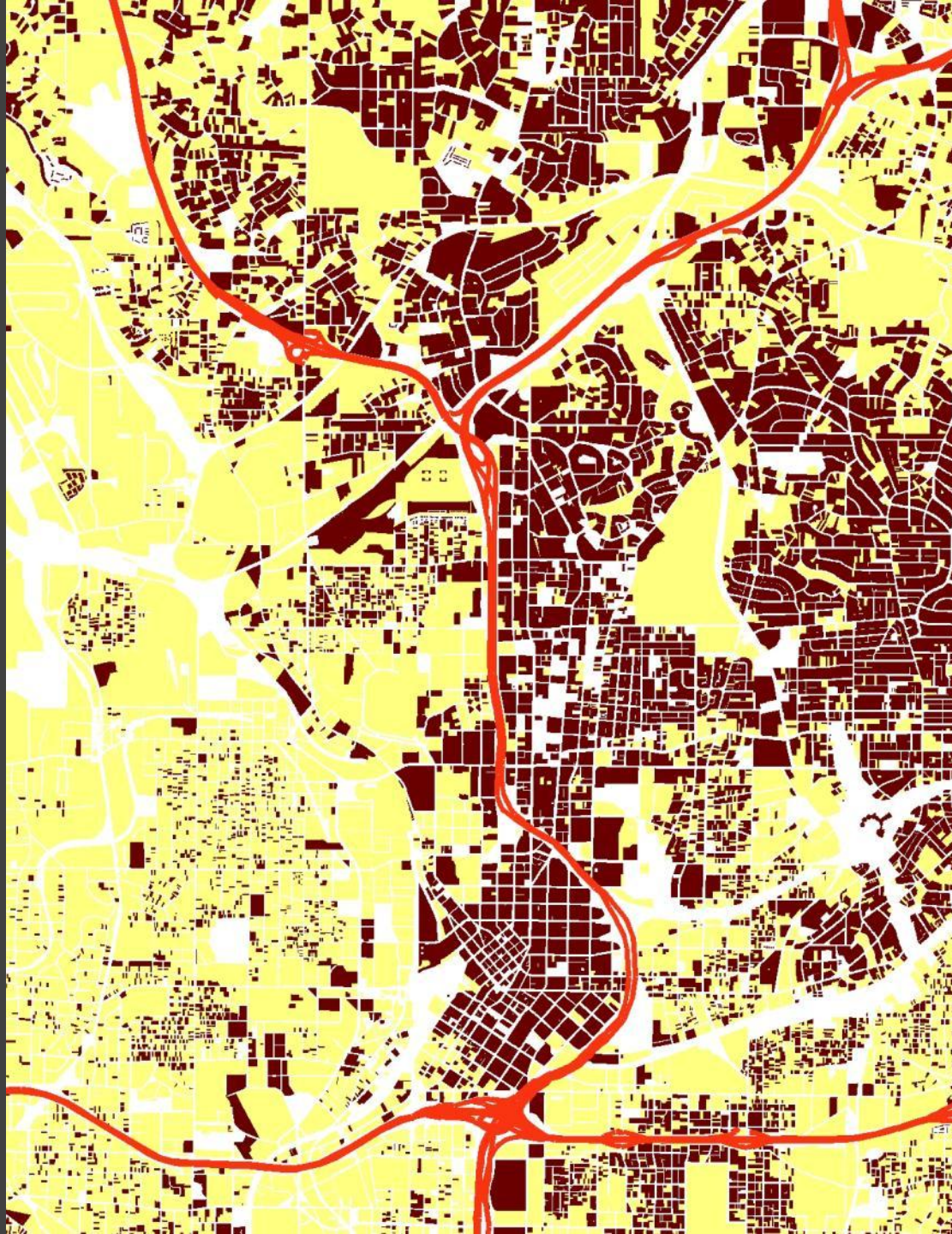
Trenton's Historic Riverfront



The Change for Mobility







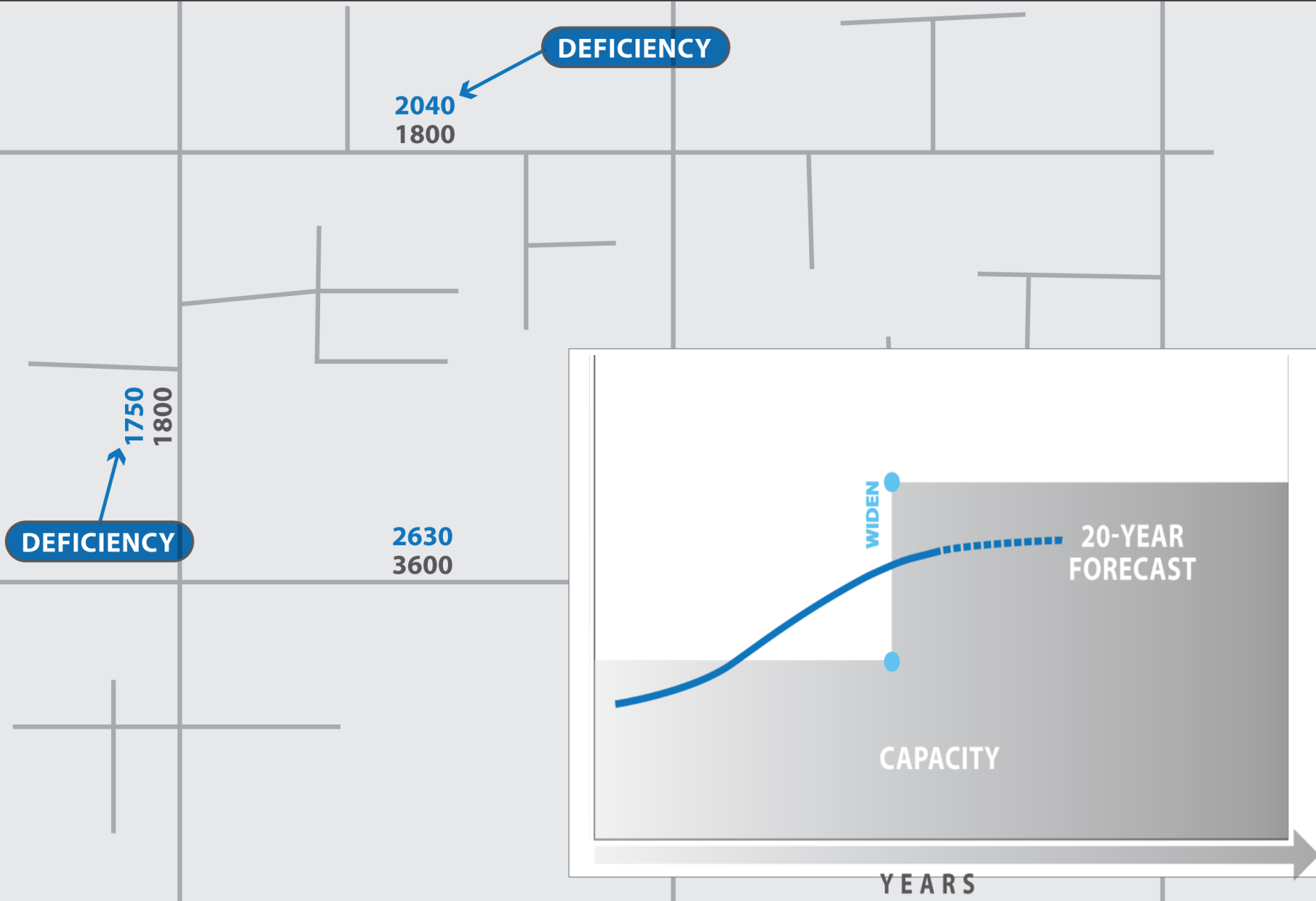
Below \$400K -
Improve Access

Above \$400K -
Create Space

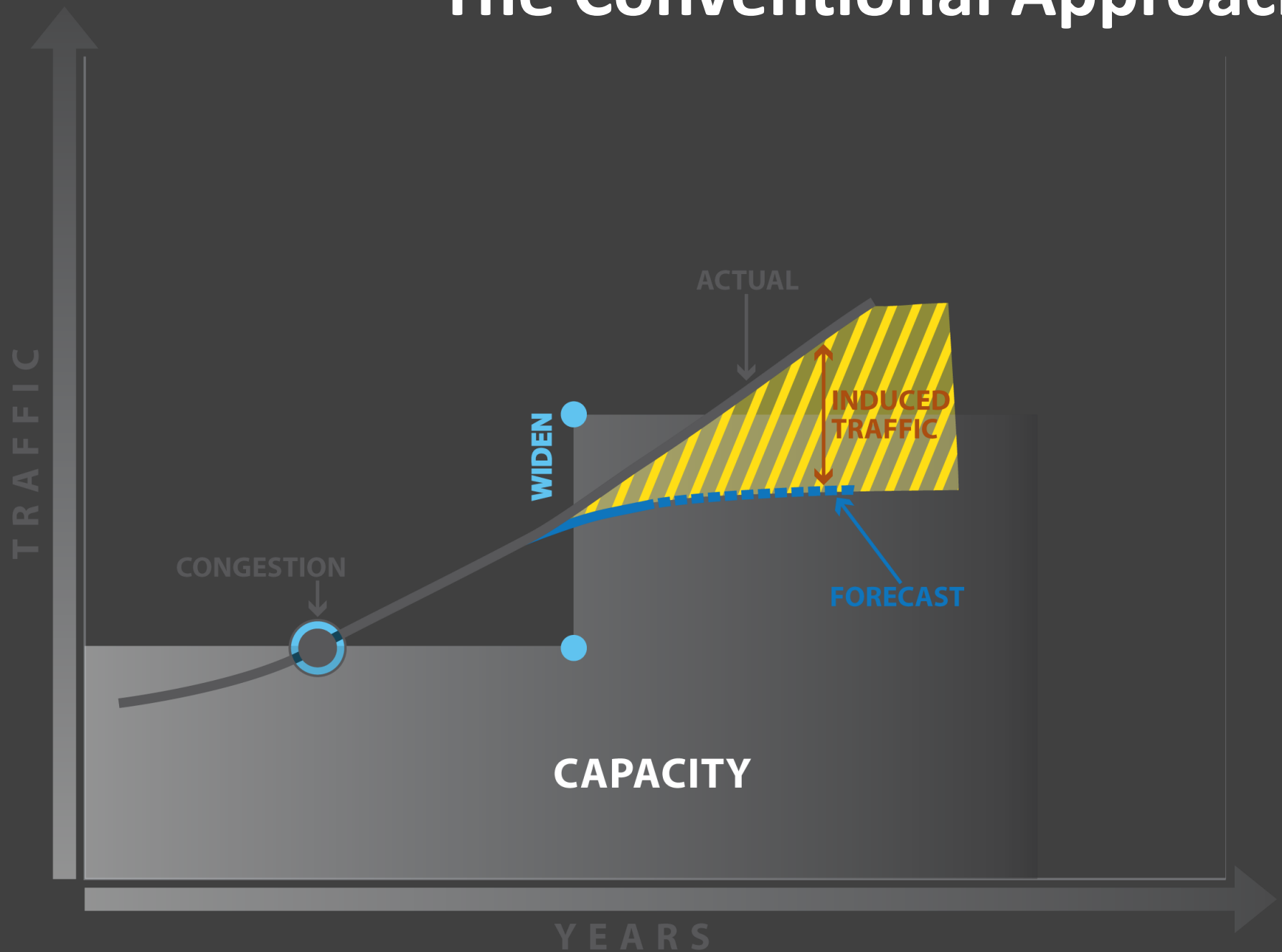
“Trying to cure traffic congestion by widening roads is like trying to cure obesity by loosening your belt?”

Glen Heimstra

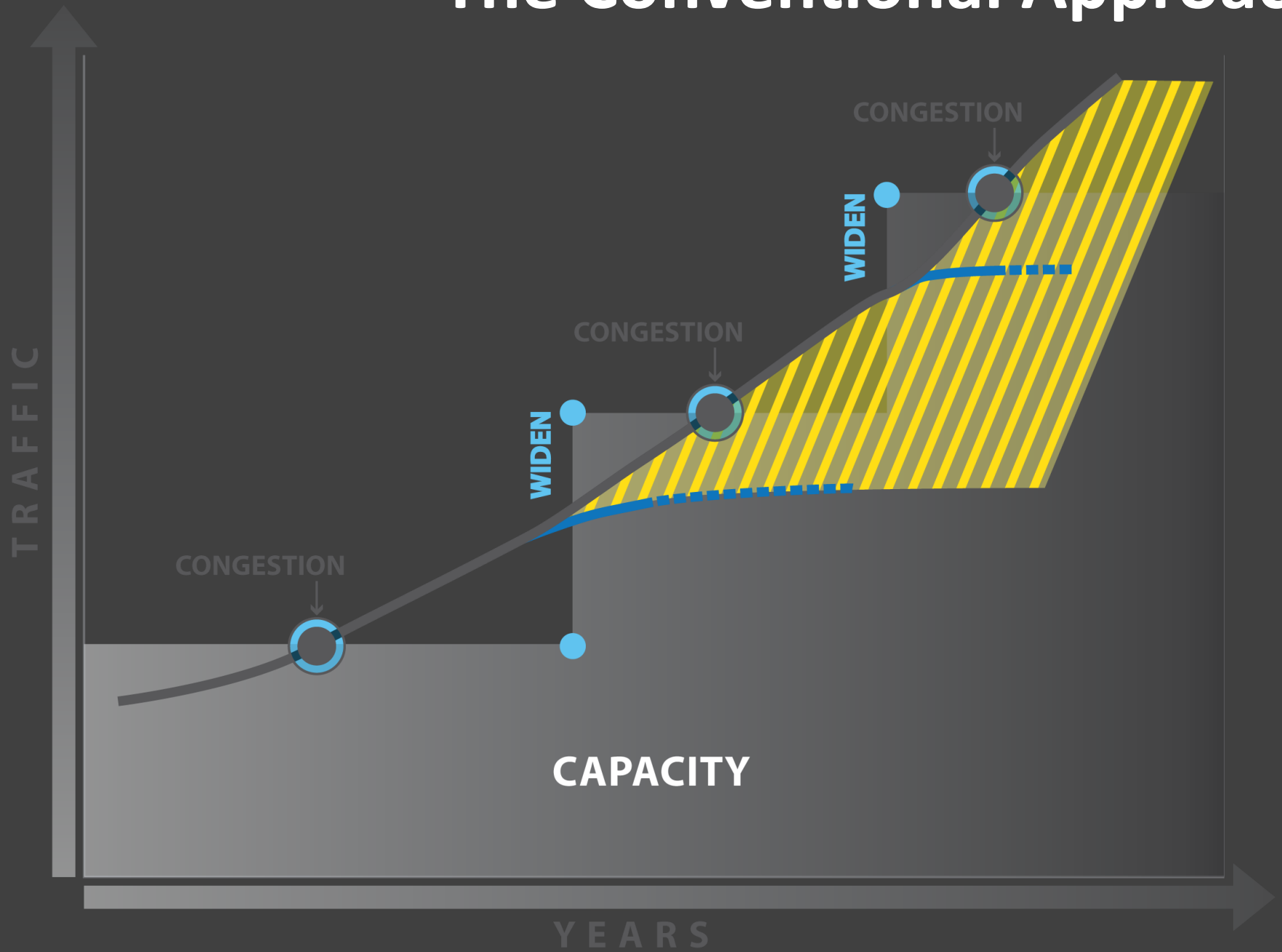
The Conventional Approach



The Conventional Approach



The Conventional Approach

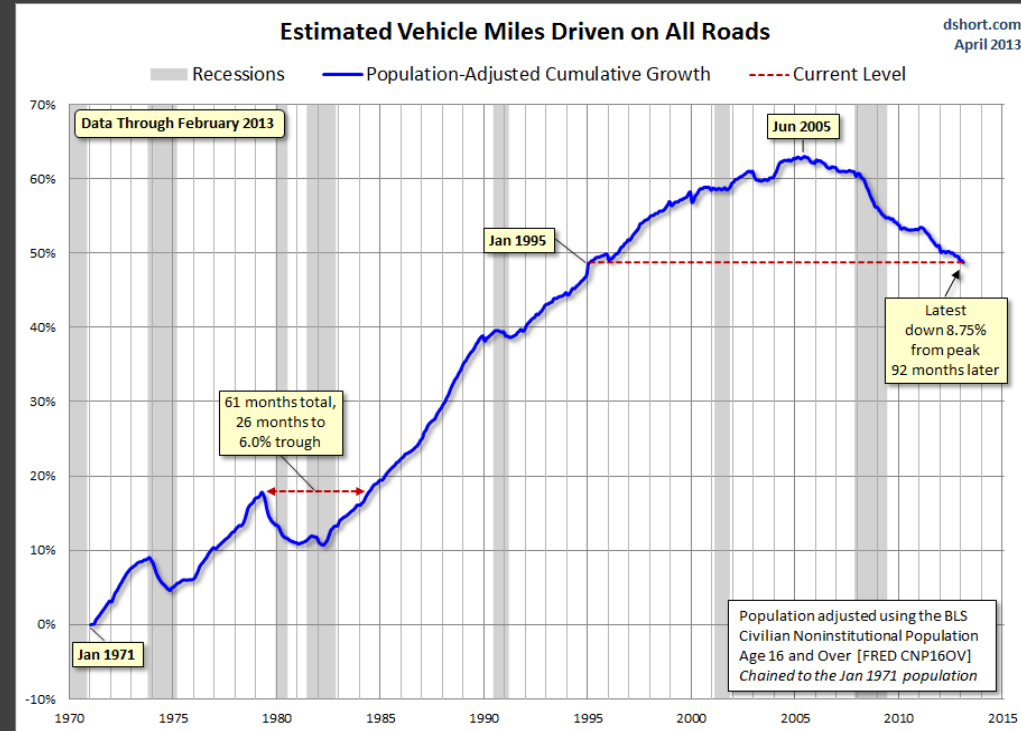




Fern Valley Road

Results Over the Last 50-Years

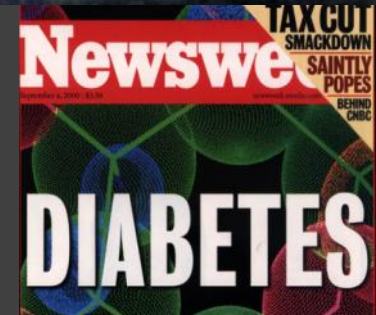
- 1) Vehicle Miles of Travel (VMT) Growing Faster Than Population Growth
- 2) Longer Commute Times
- 3) Decreased Transit Ridership





Diseases of this Century

- **Cardiovascular:** Heart Attack
Stroke
- **Respiratory:** Asthma
Emphysema
- **Weight Related:** Diabetes II
Heart Disease
- **Environmental:** Cancer &
other
diseases



Consumption of Resources

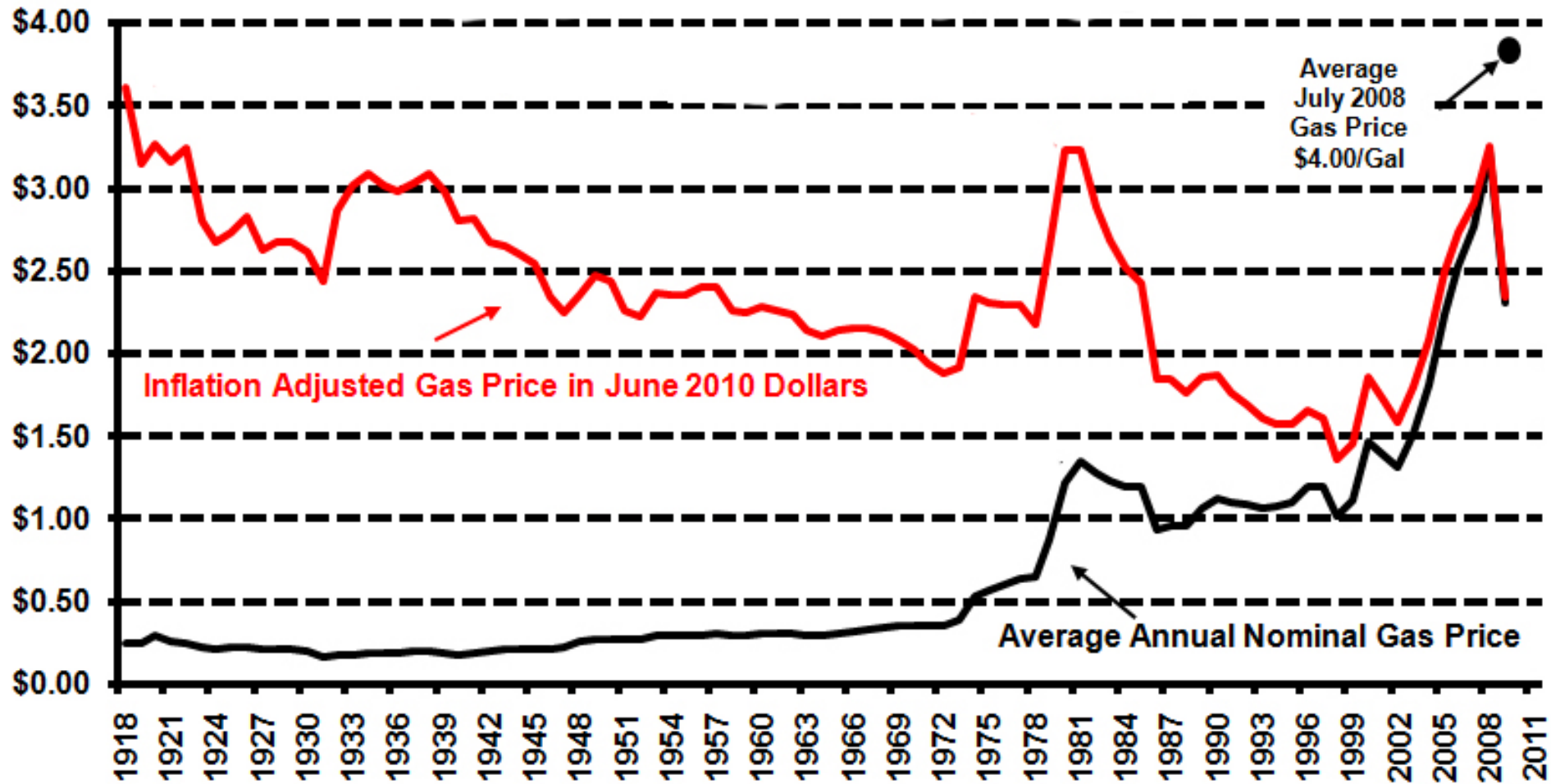




People Left Behind



Today's Issues - Energy

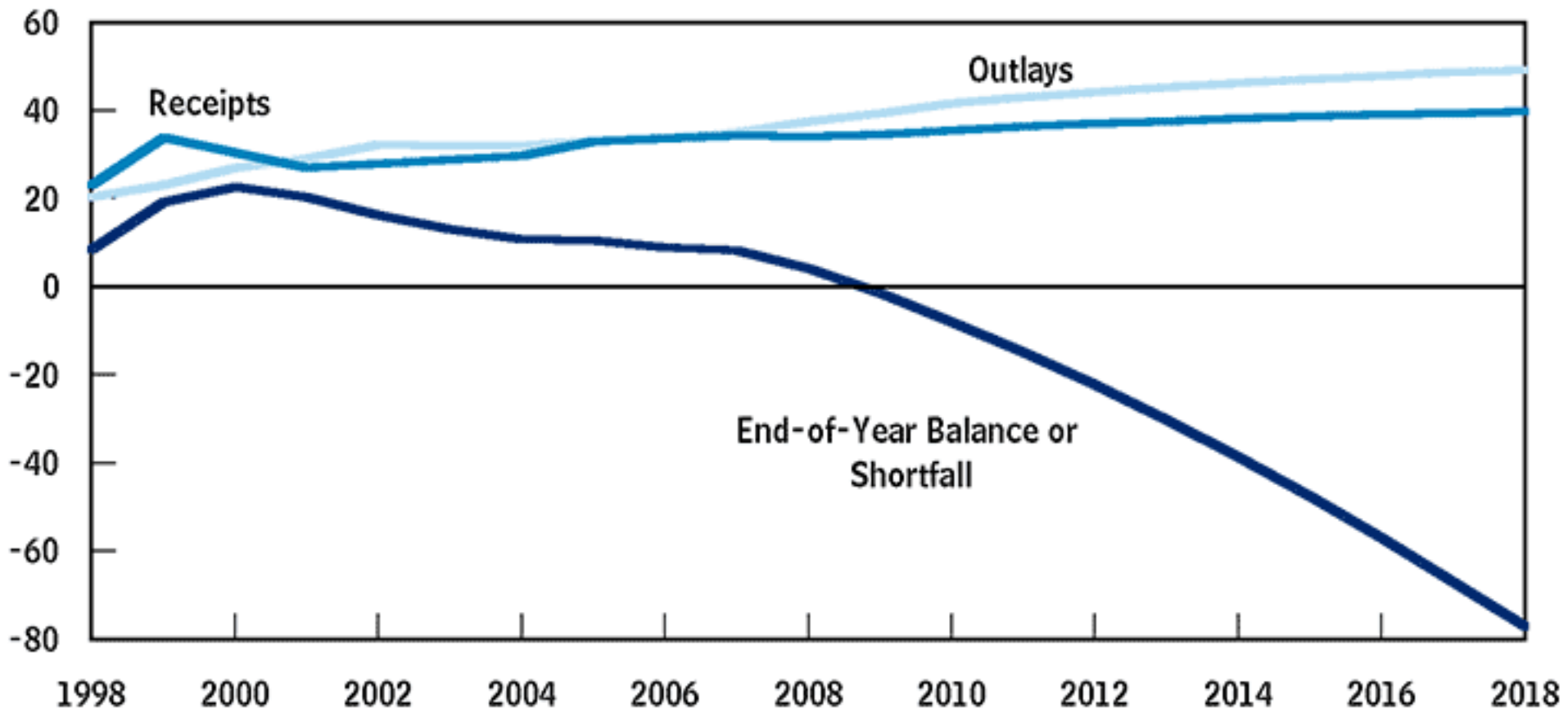


Source: EIA

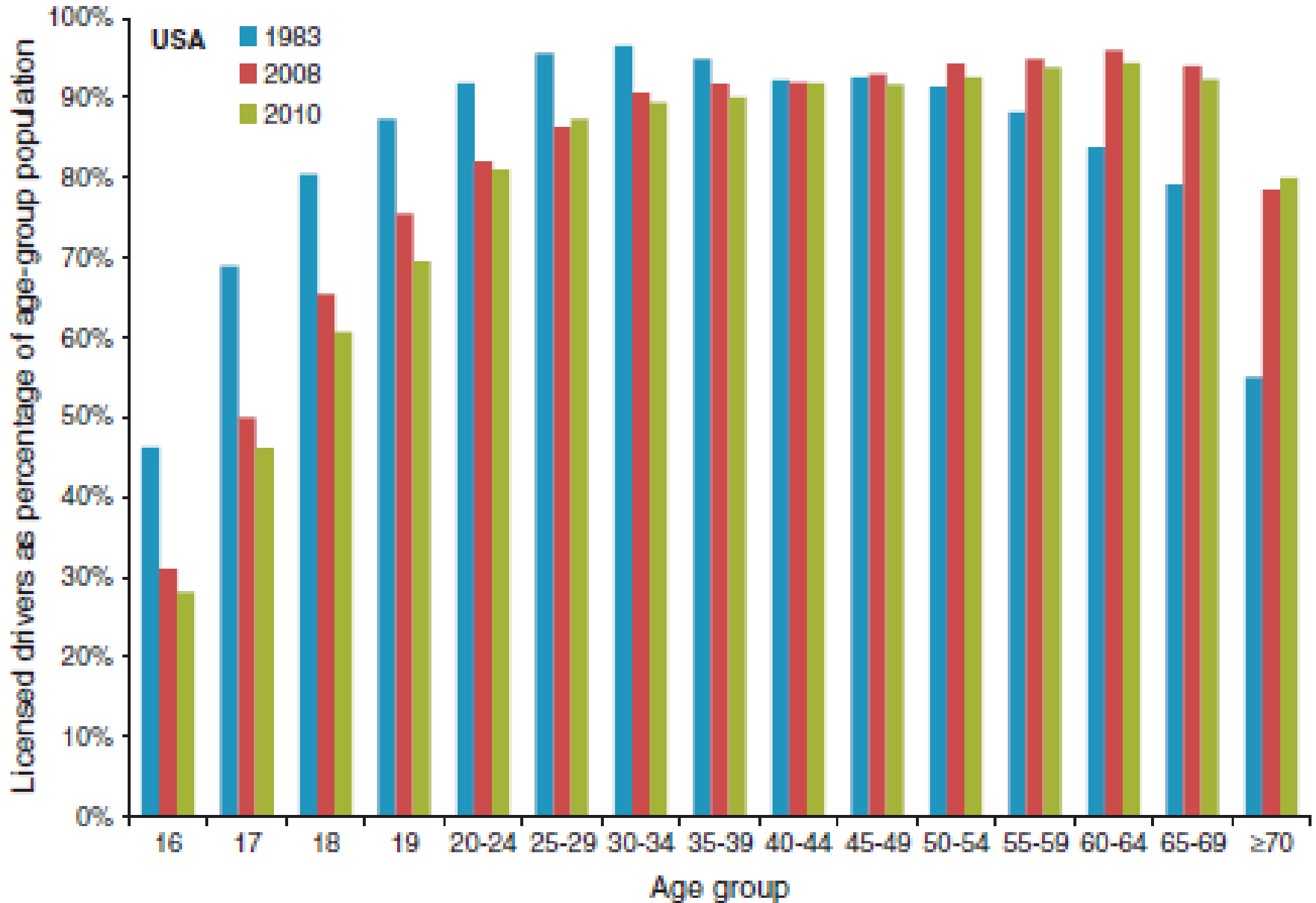
Note: Prices are Average Annual prices not Peak Prices so peaks are smoothed out considerably

Source of Data: US Energy Information Administration
CPI-U Inflation index- www.bls.gov

Today's Issues - Finance



US Licensed Drivers By Age Group



**We can do
nothing and
just take our
chances...**

**...or we can
choose now to
plan for
change.**



Move Louisville

Process

VISION IN ACTION

IN A PERIOD OF **SIX WEEKS**, **THOUSANDS OF LOUISVILLIANS** ENGAGED IN A CONVERSATION ABOUT THE FUTURE OF THE CITY AND OVER **80,000 IDEAS** WERE GENERATED FOR HOW TO IMPLEMENT A VISION FOR A **CONNECTED, CREATIVE, COMPETITIVE LOUISVILLE**.

BIG IDEAS

ACCELERATE

Connectivity



Creativity



Economy



Energy



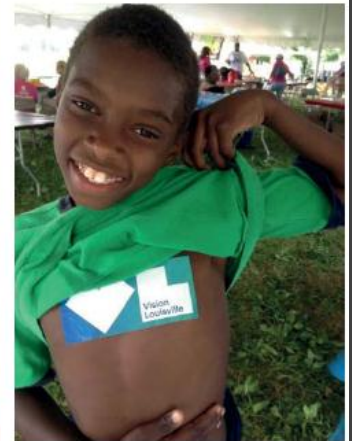
Health

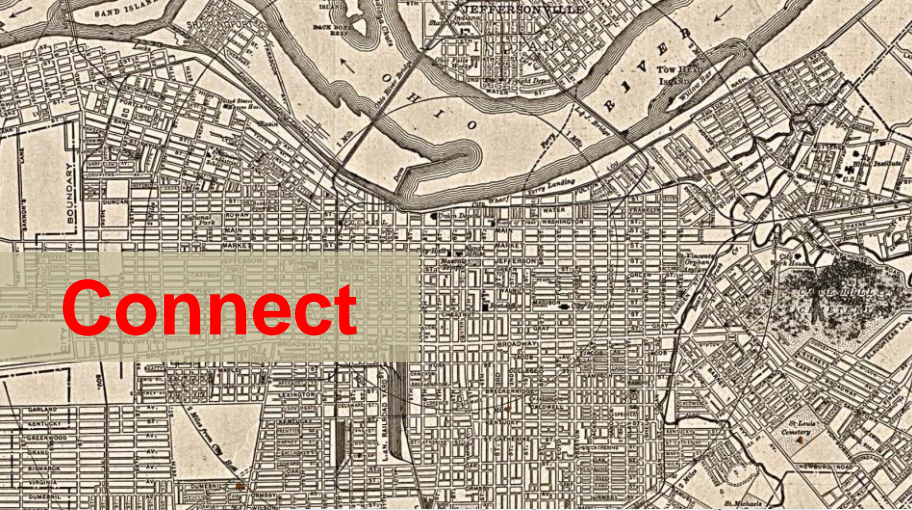


Living



Identity





Connect



Healthy



Neighborhoods



Progressive Economy



Sustainable

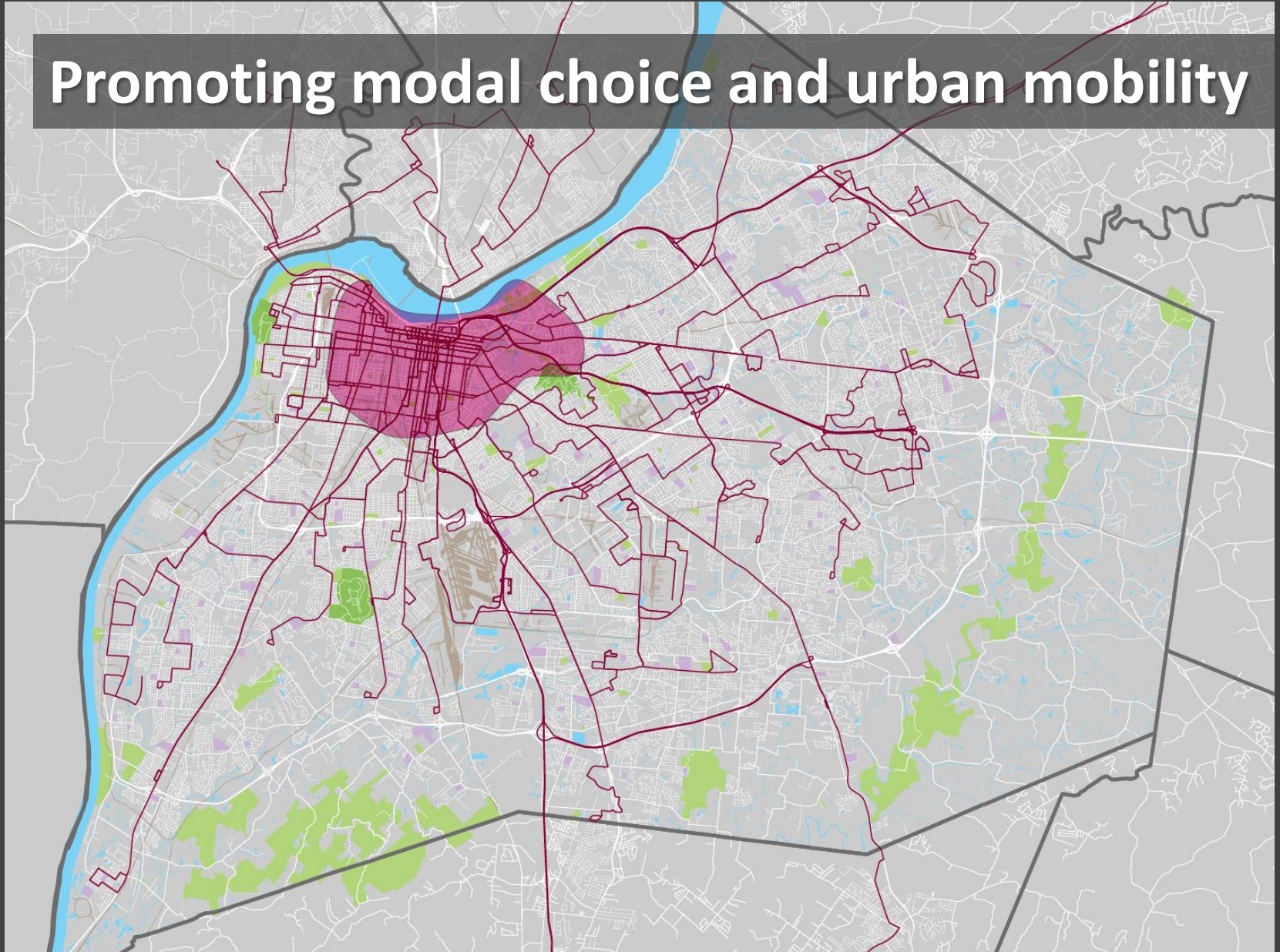
Project Goals

- provide **Connectivity Choices**
- improve **Safety and Health**
- promote **Economic Growth**
- maintain **Fiscal Responsibility**
- assure **Environmental Sustainability**
- enhance **Neighborhoods**
- assure **Equity for All System Users**



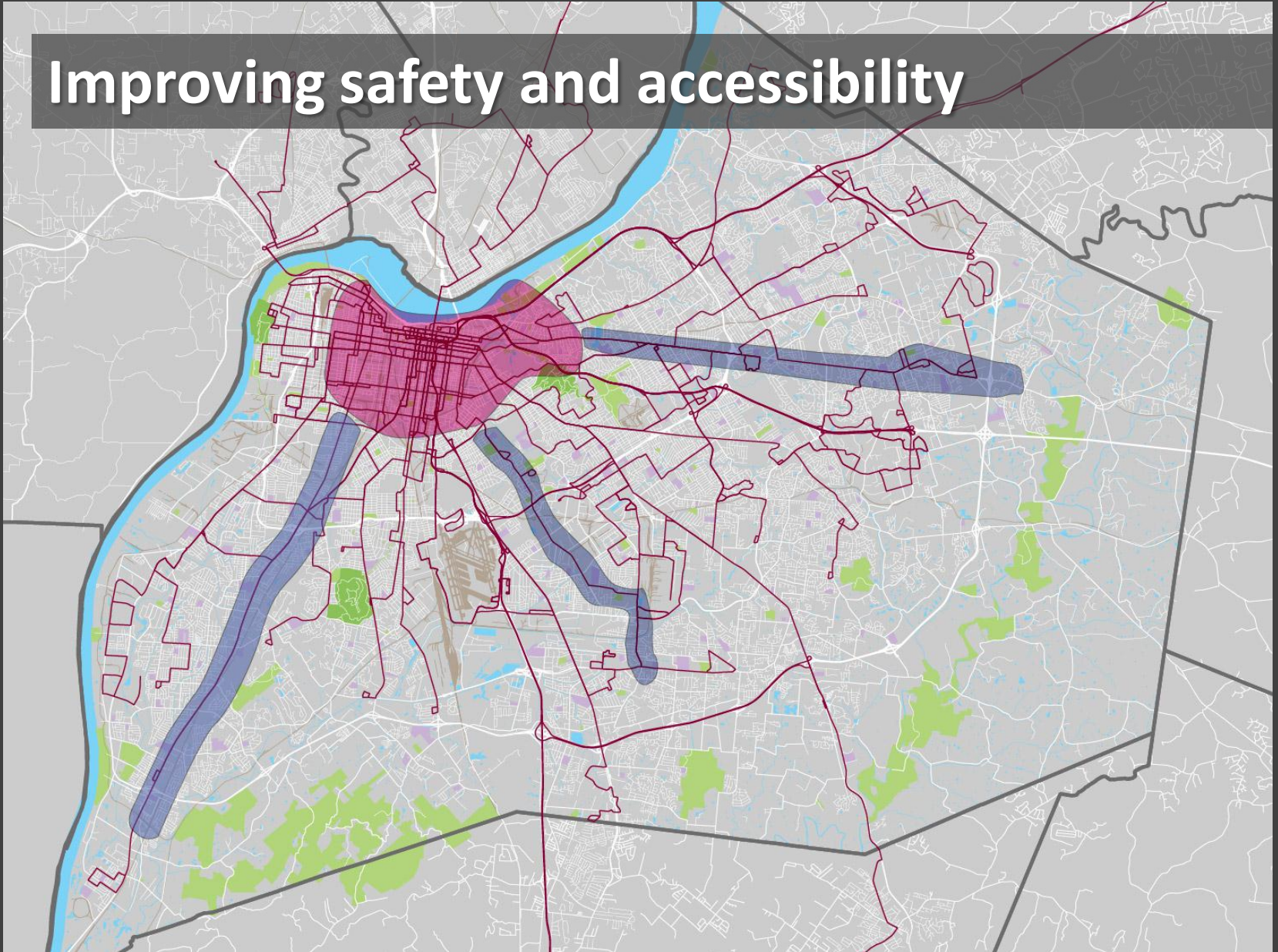
What types of projects?

Promoting modal choice and urban mobility



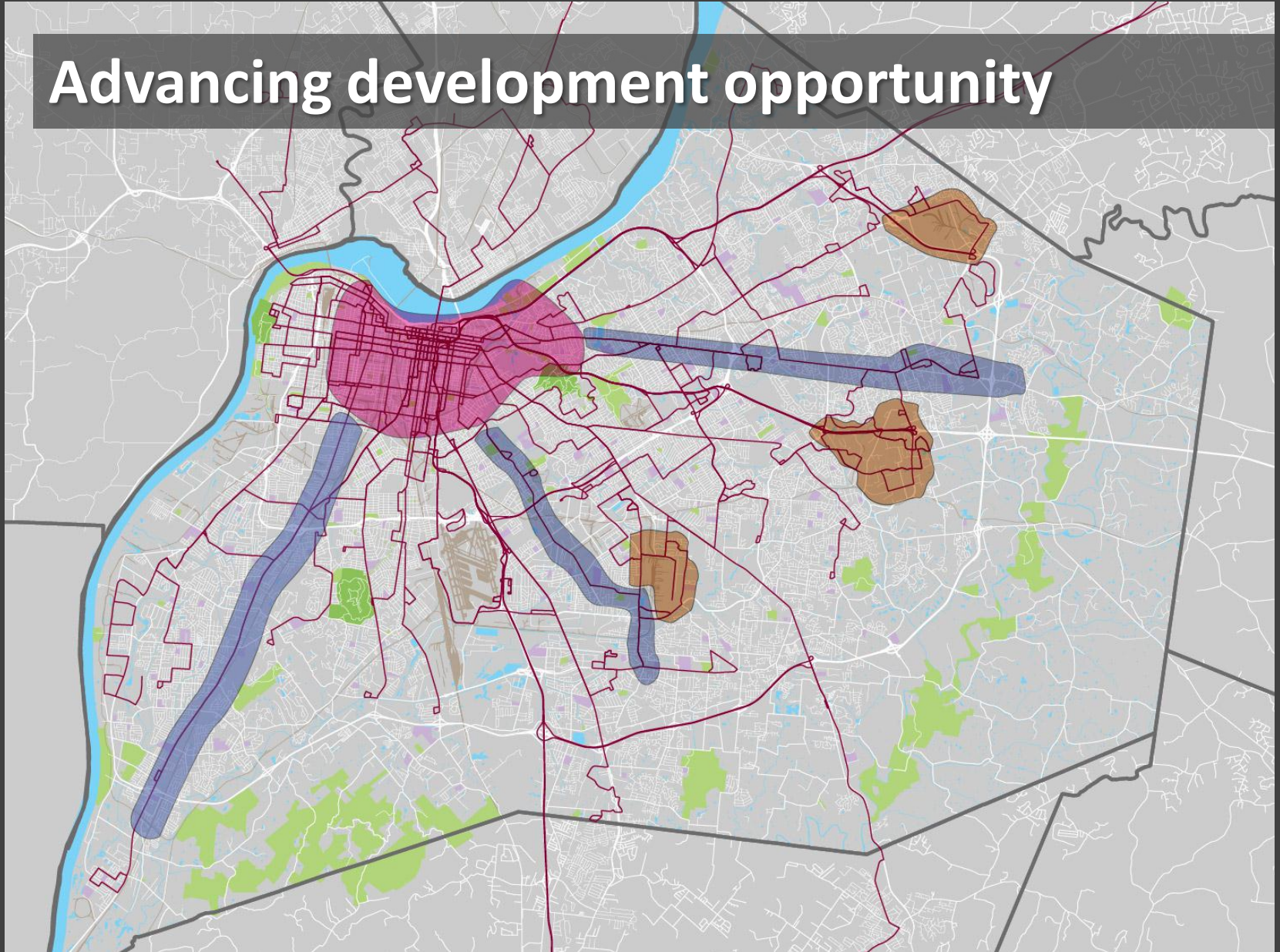
What types of projects?

Improving safety and accessibility



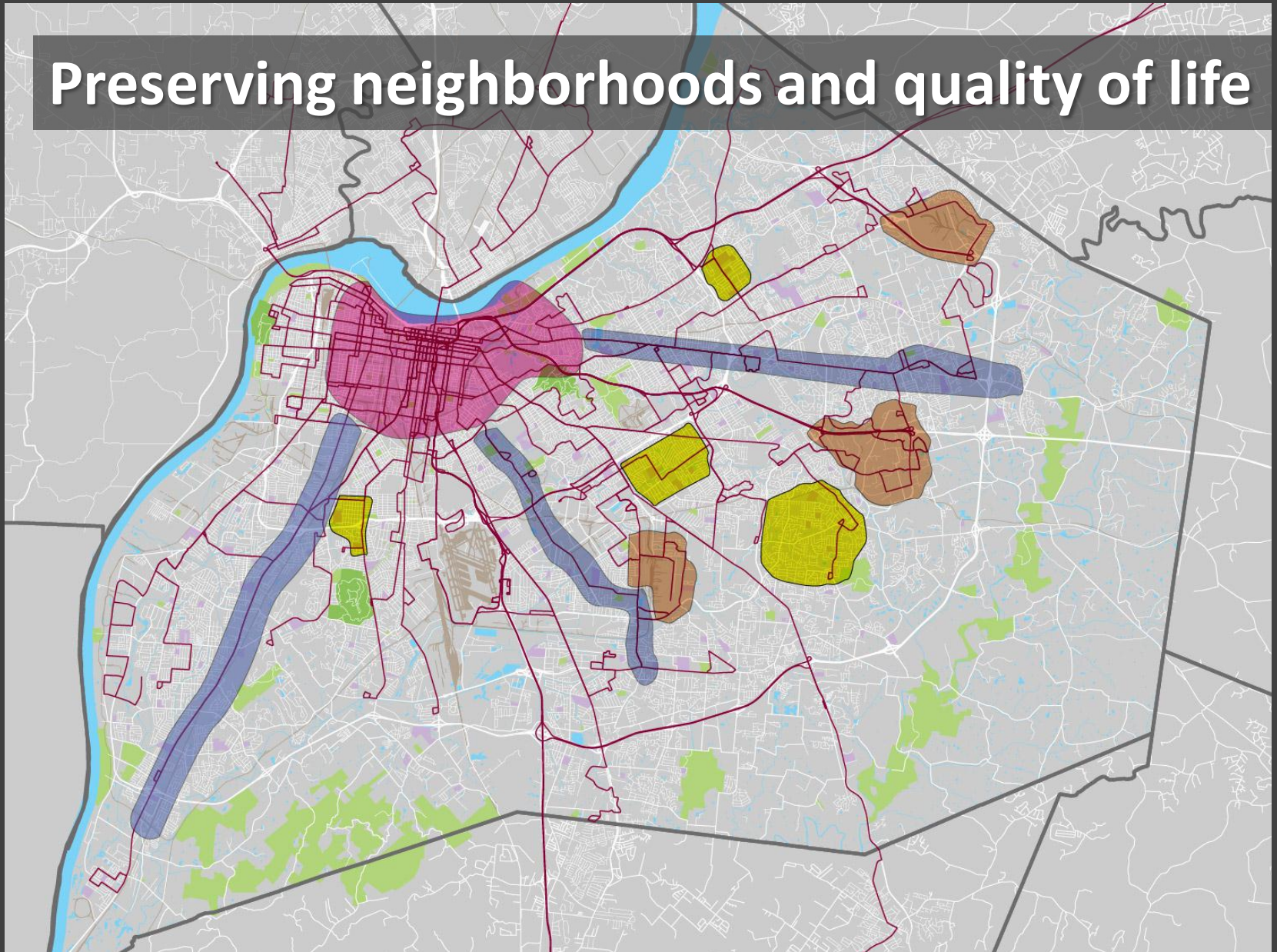
What types of projects?

Advancing development opportunity



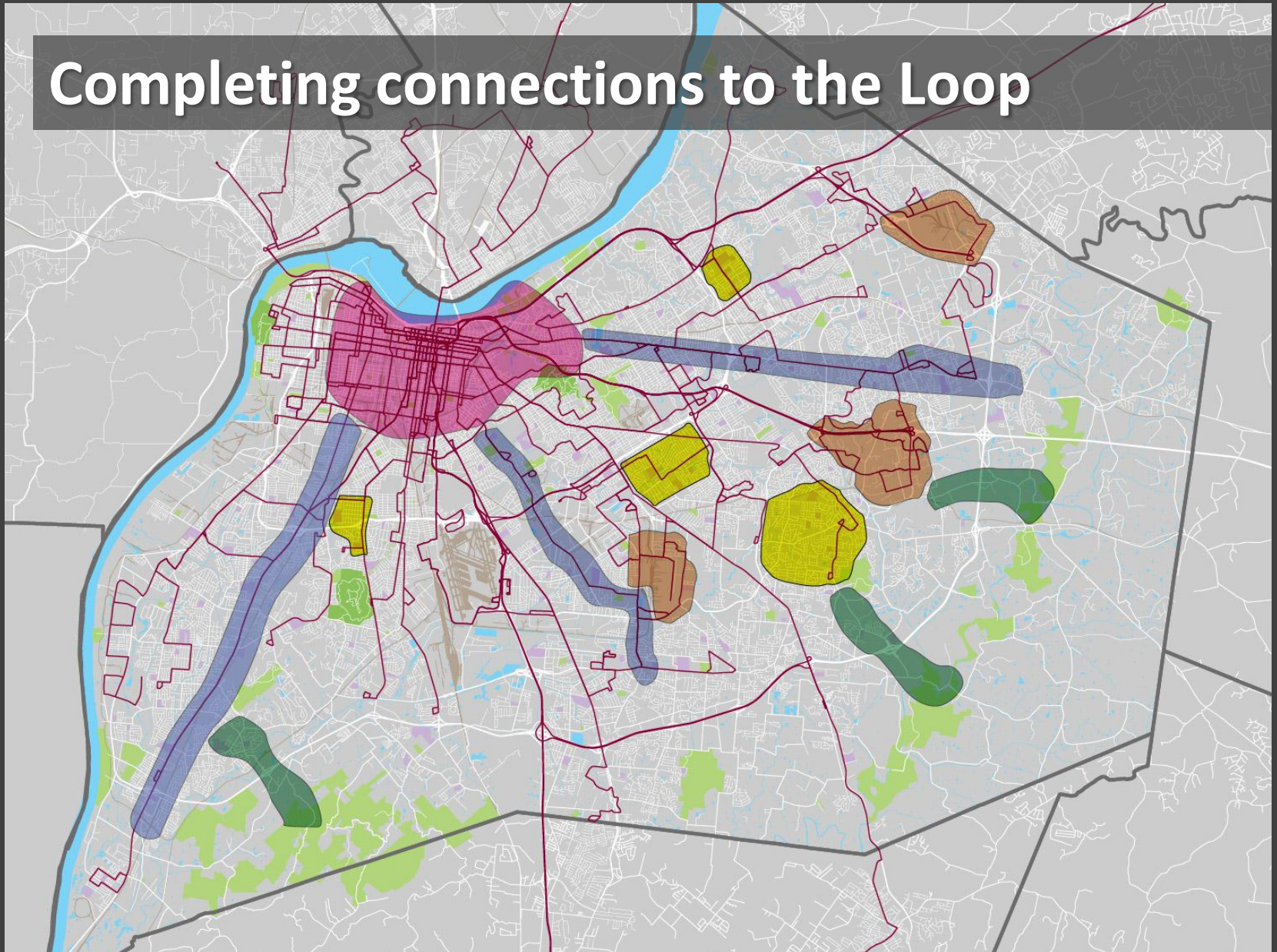
What types of projects?

Preserving neighborhoods and quality of life



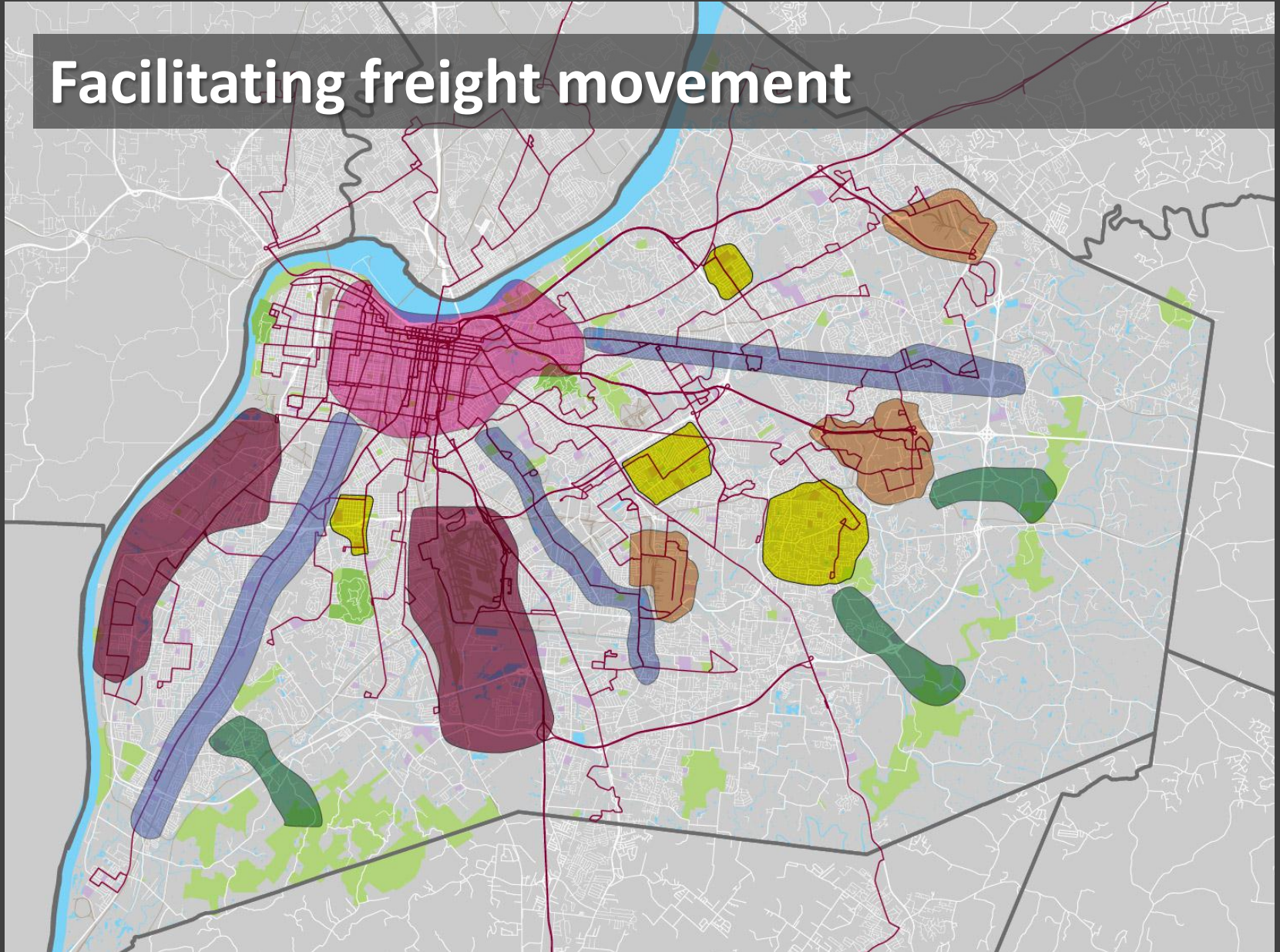
What types of projects?

Completing connections to the Loop

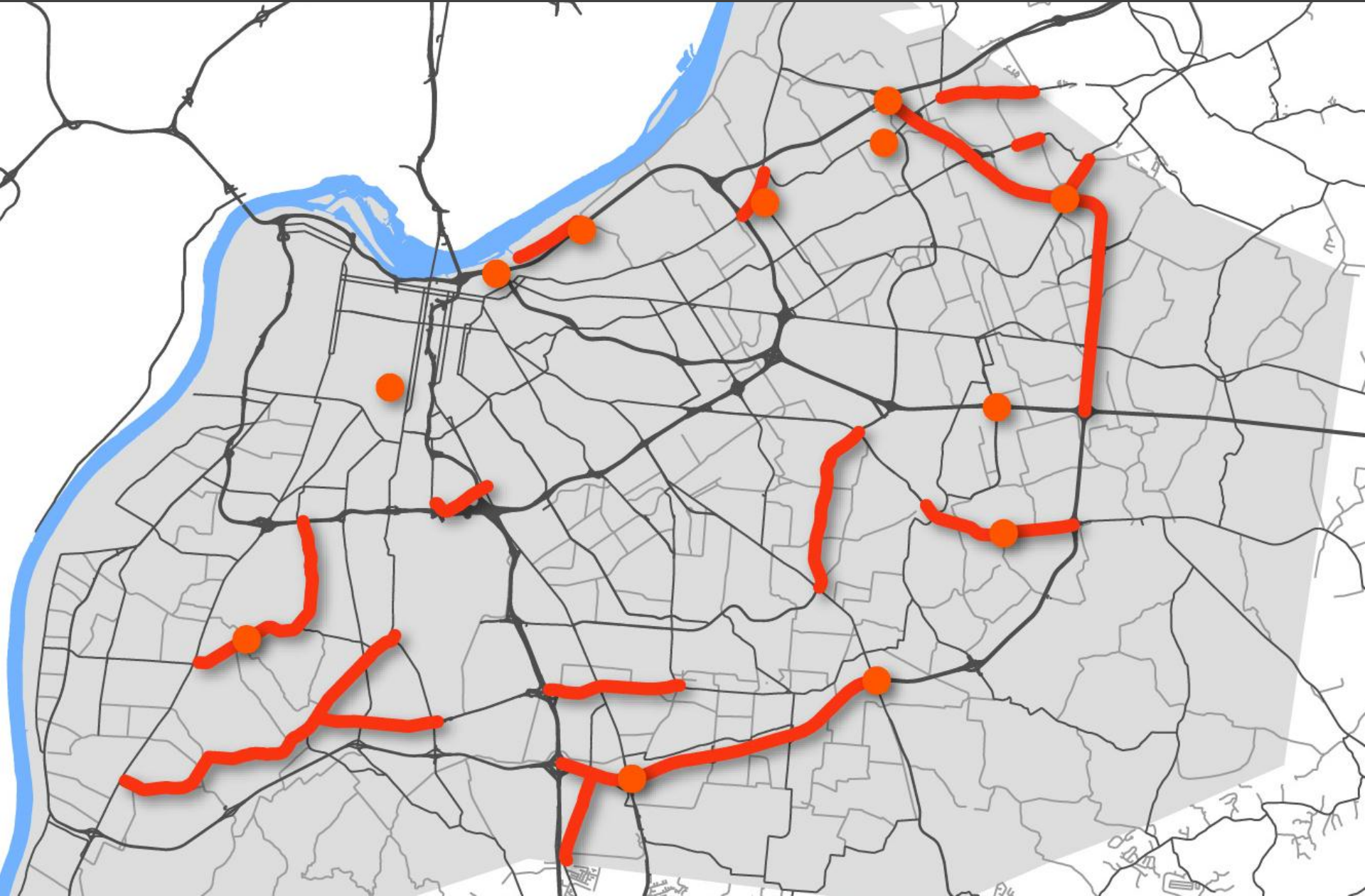


What types of projects?

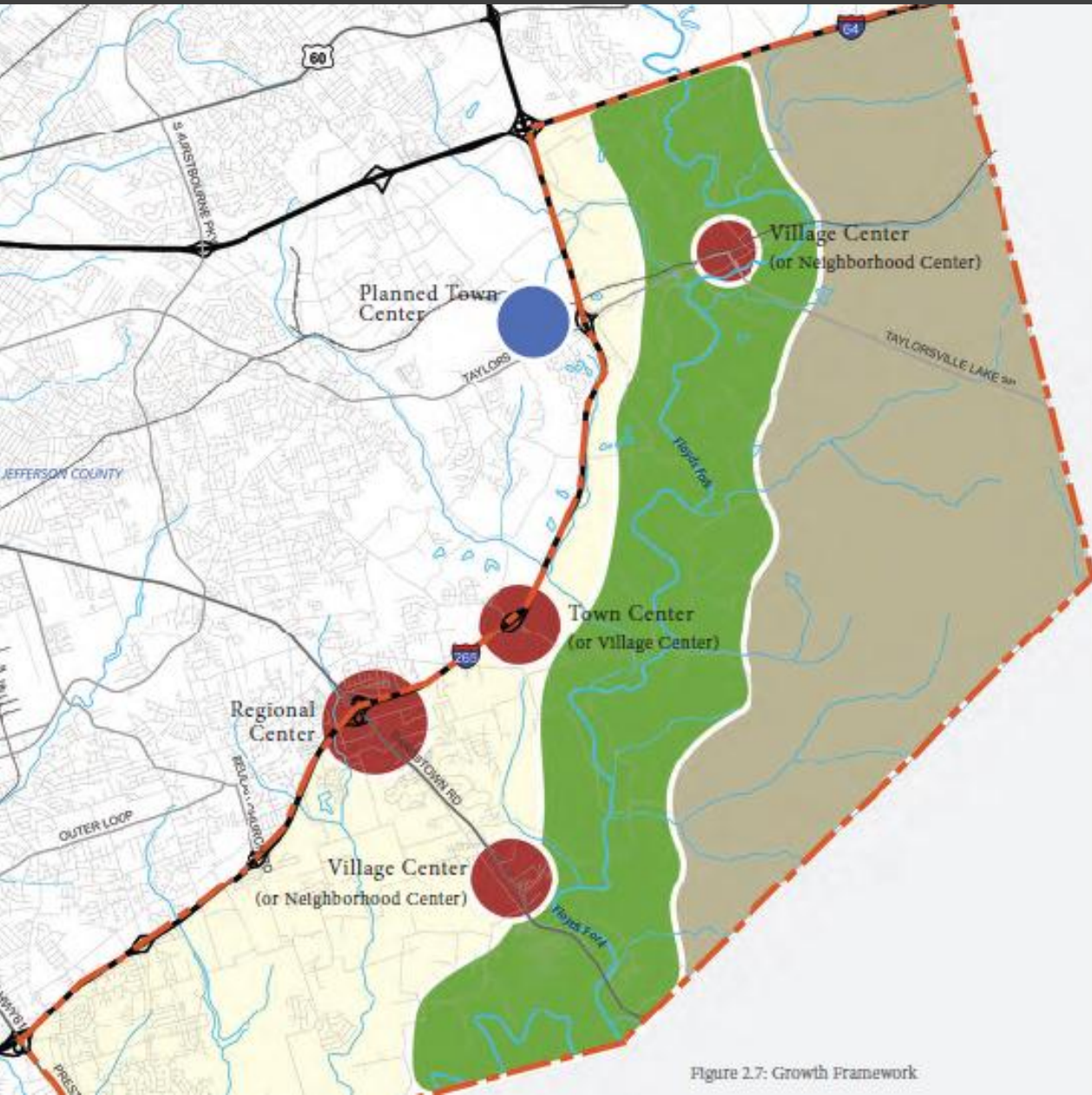
Facilitating freight movement



Traffic Congestion Management

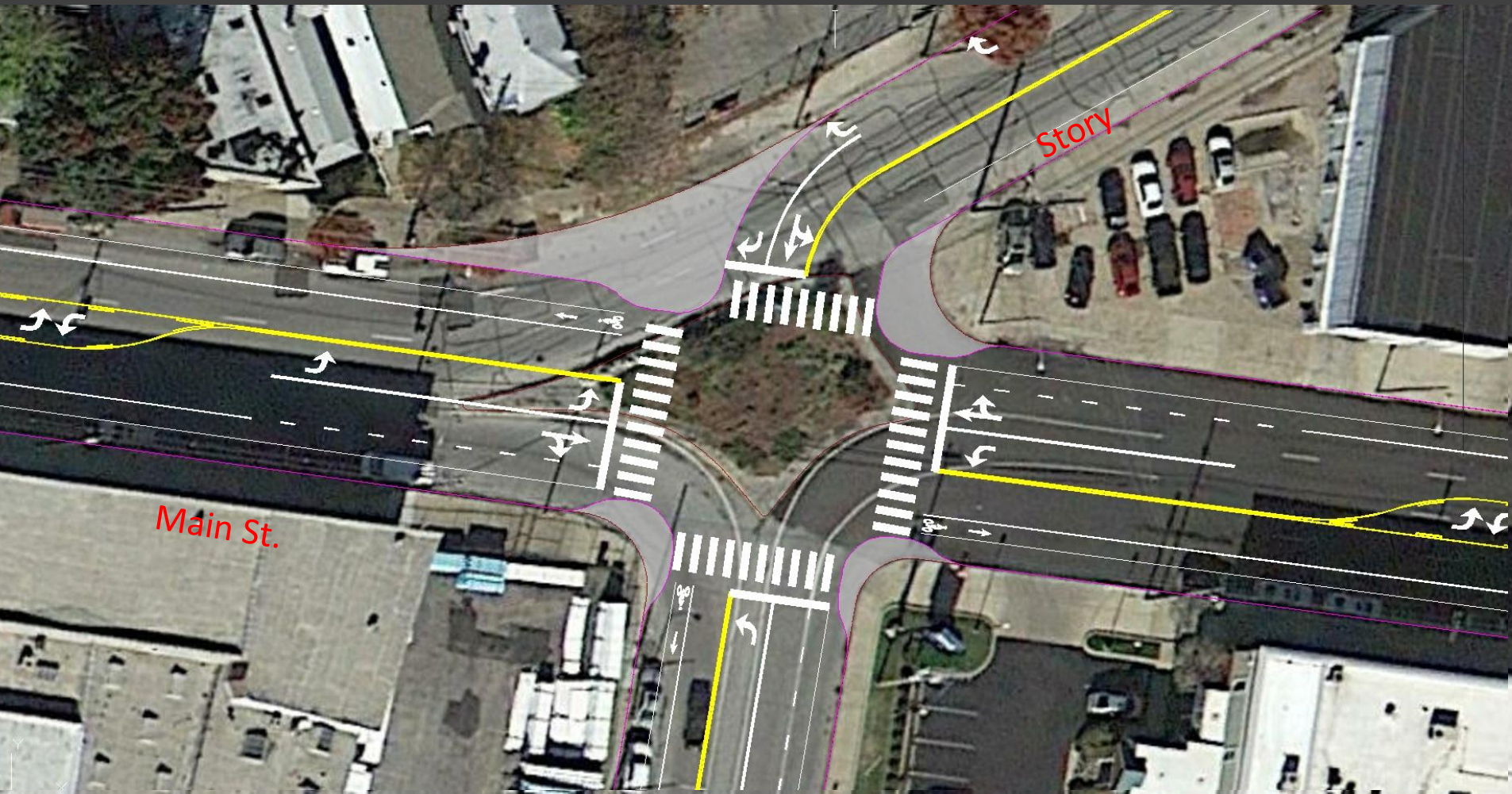


Low Impact Development

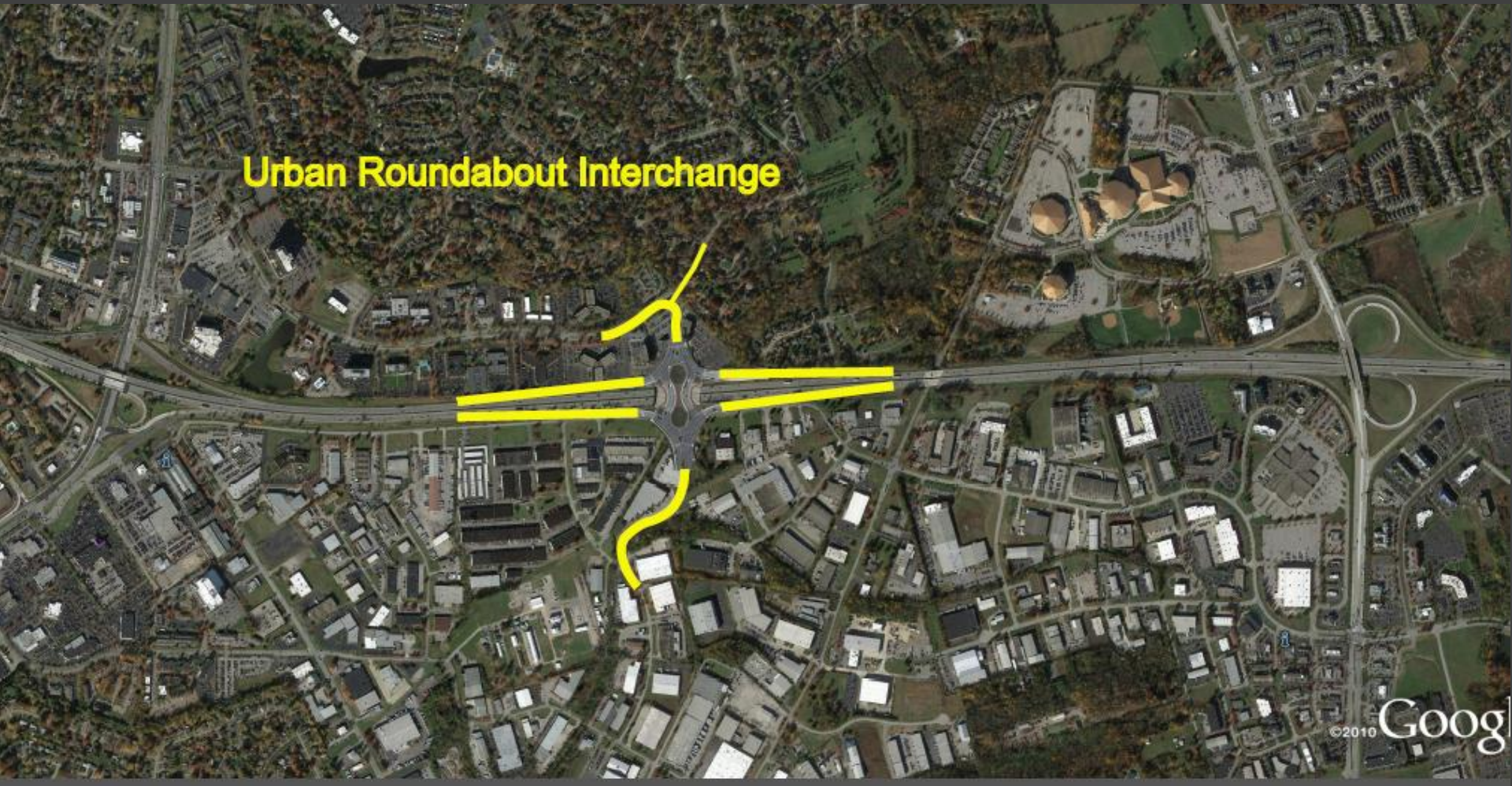


- Mixed-Use
- Walkable
- Park Once
- Demand Management

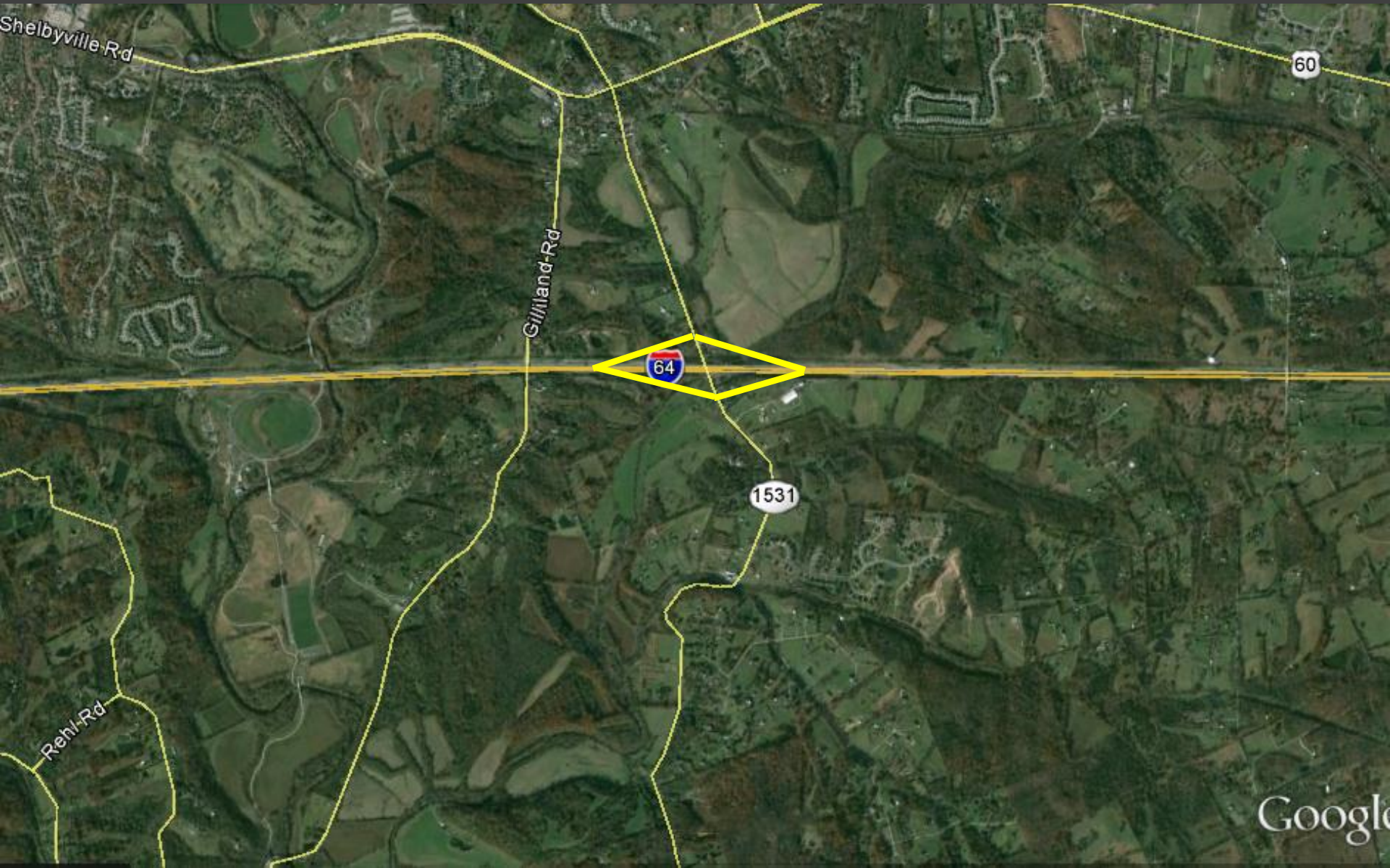
Story and Main



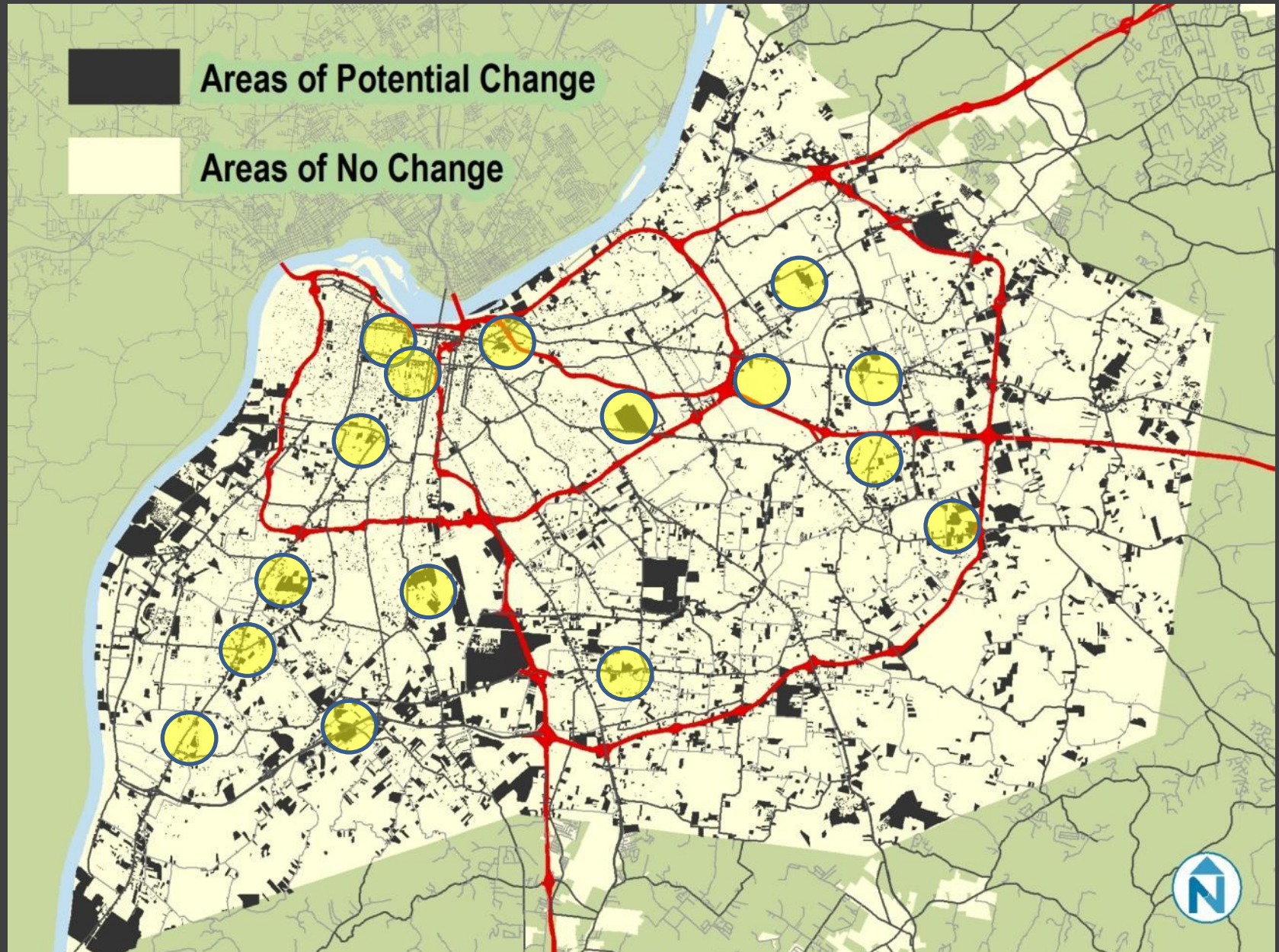
Hurstbourne Reliever/J-Town Infill



Eastwood Fisherville Interchange



Infill Opportunities



St. Matthews



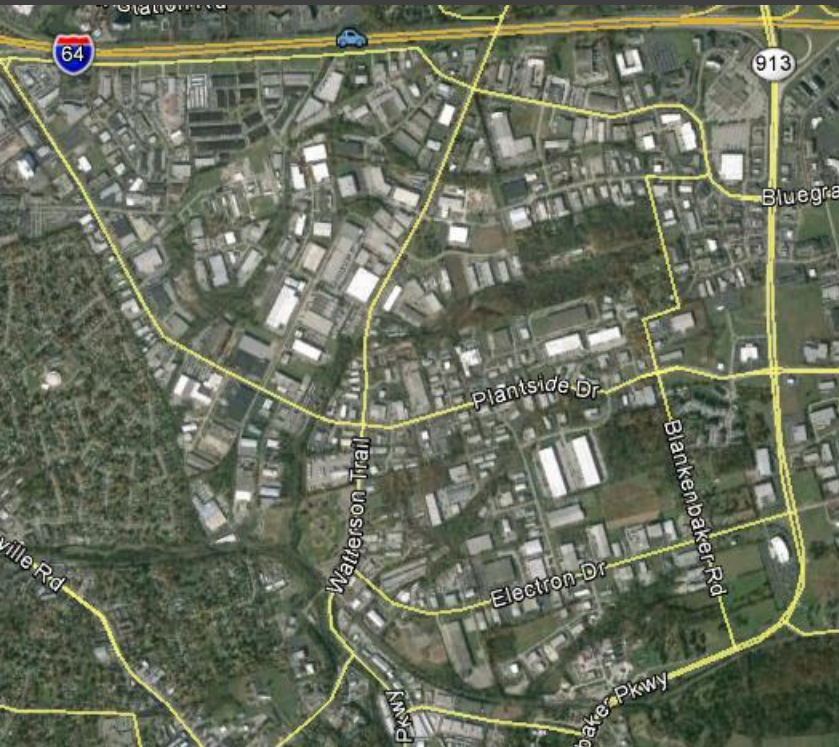
Dixie Highway



Bardstown Road Main Street

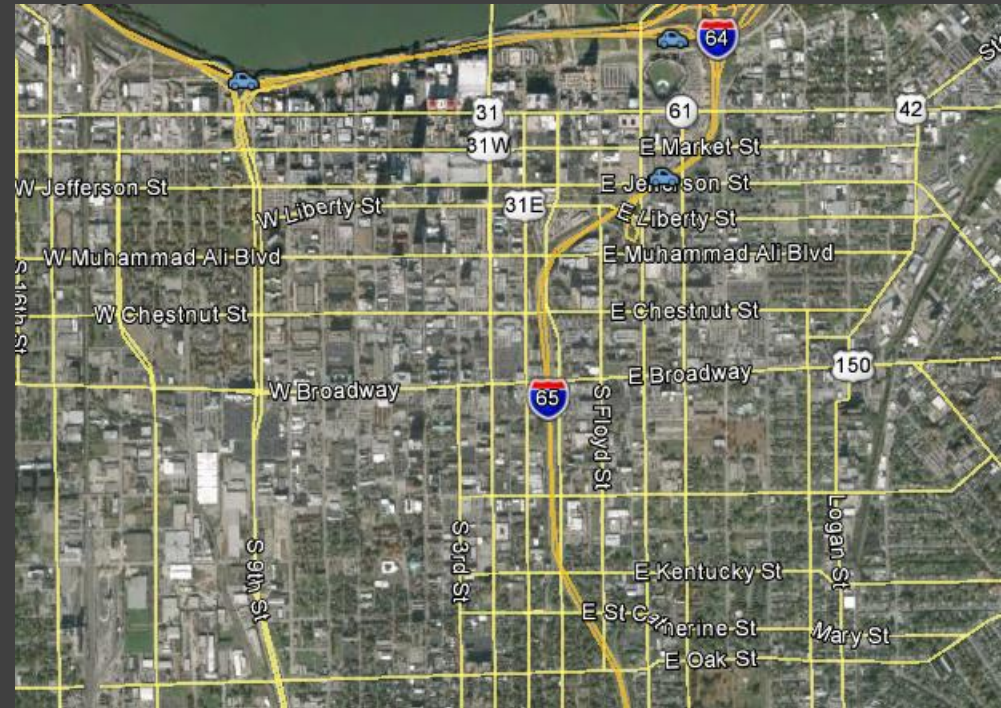


Bluegrass Commerce Park

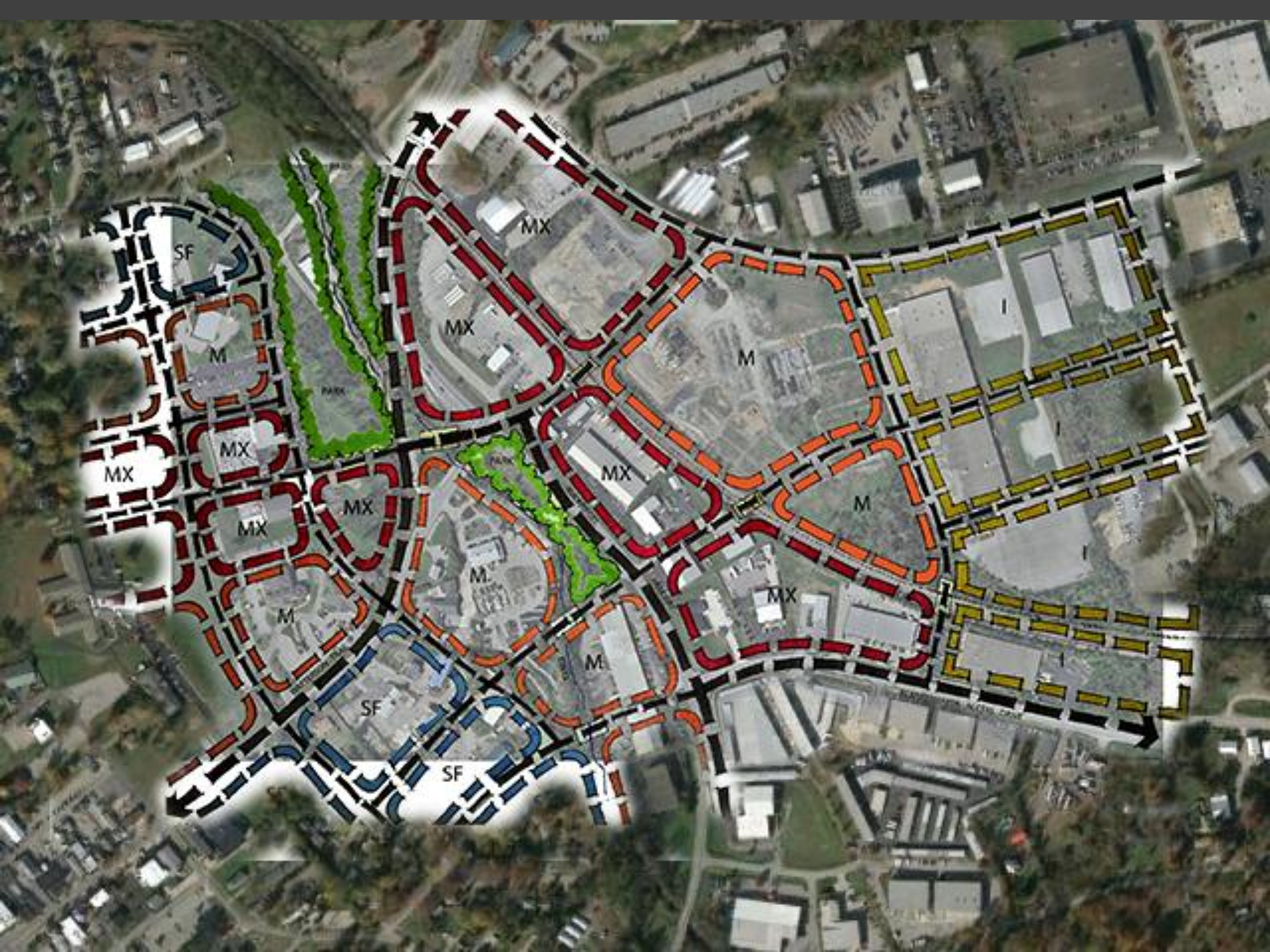


J-Town Commerce

2.5 Square Miles
1700 acres
400 City Blocks



Downtown (to Oak St.)



Blankenbaker Road - J-Town Square



Riverfront Access/Permeability



New intersections made walkable



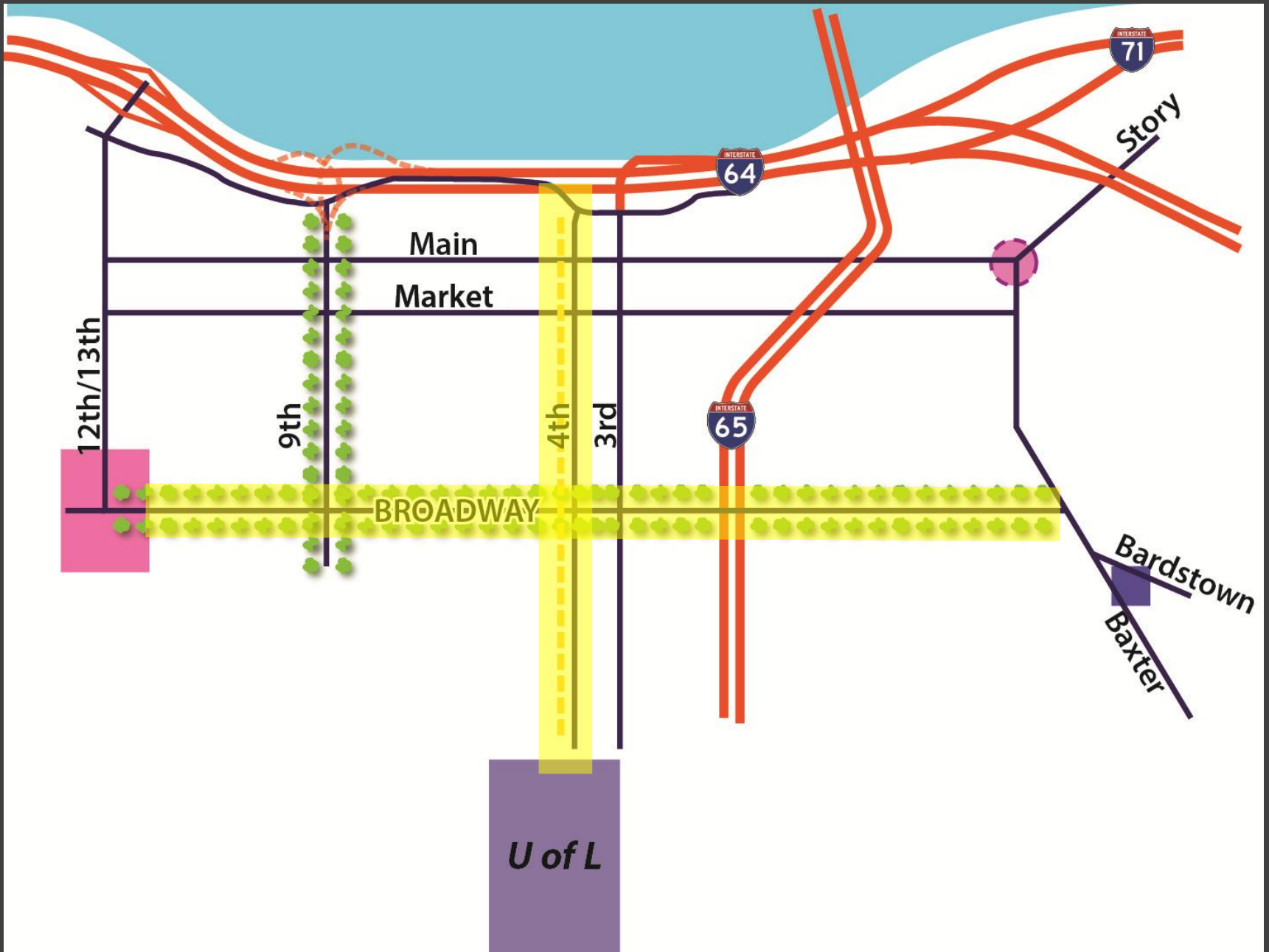


Reconnect East-West Grid

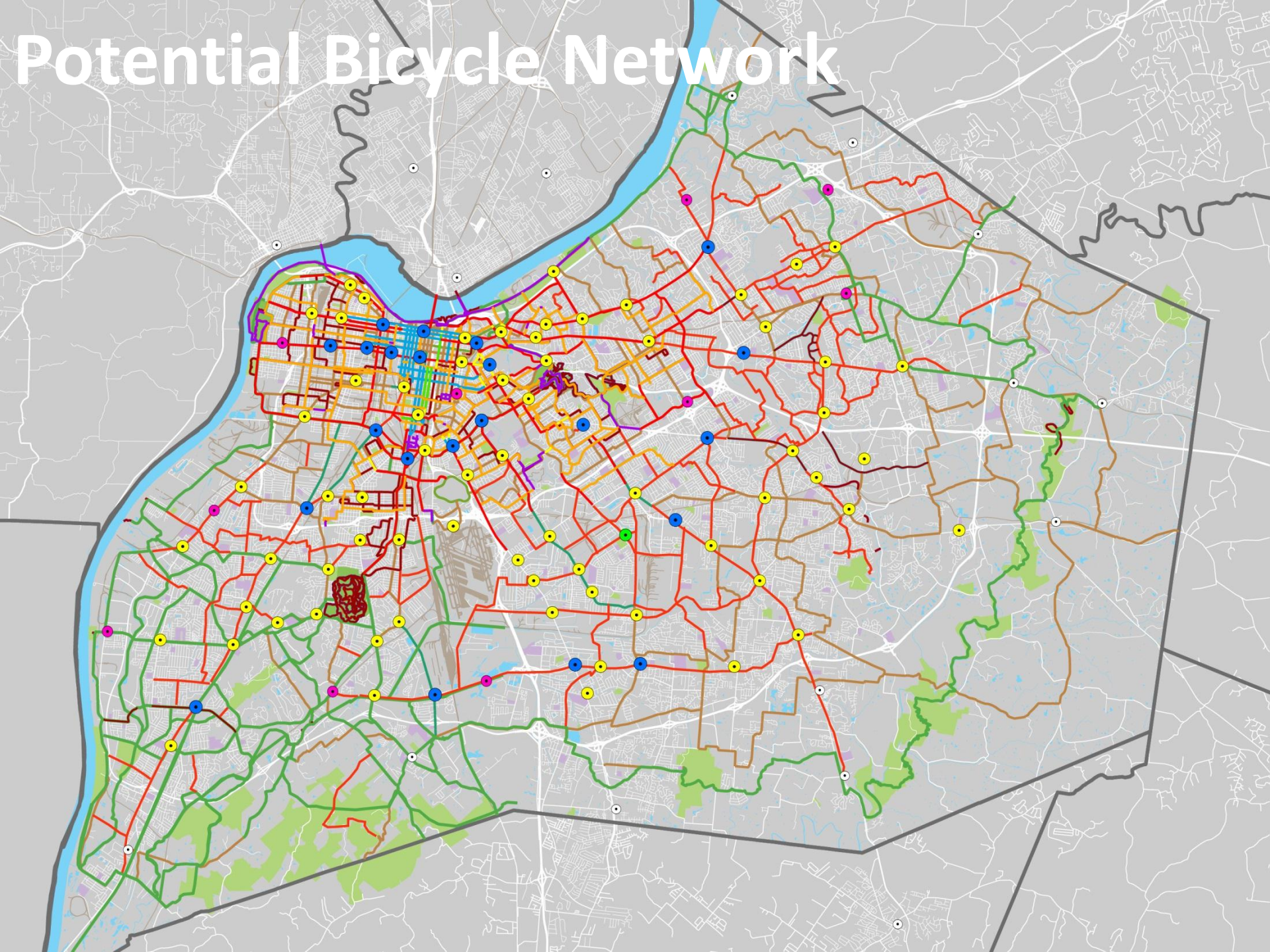




Bike Connectivity



Potential Bicycle Network



Frankfort Avenue

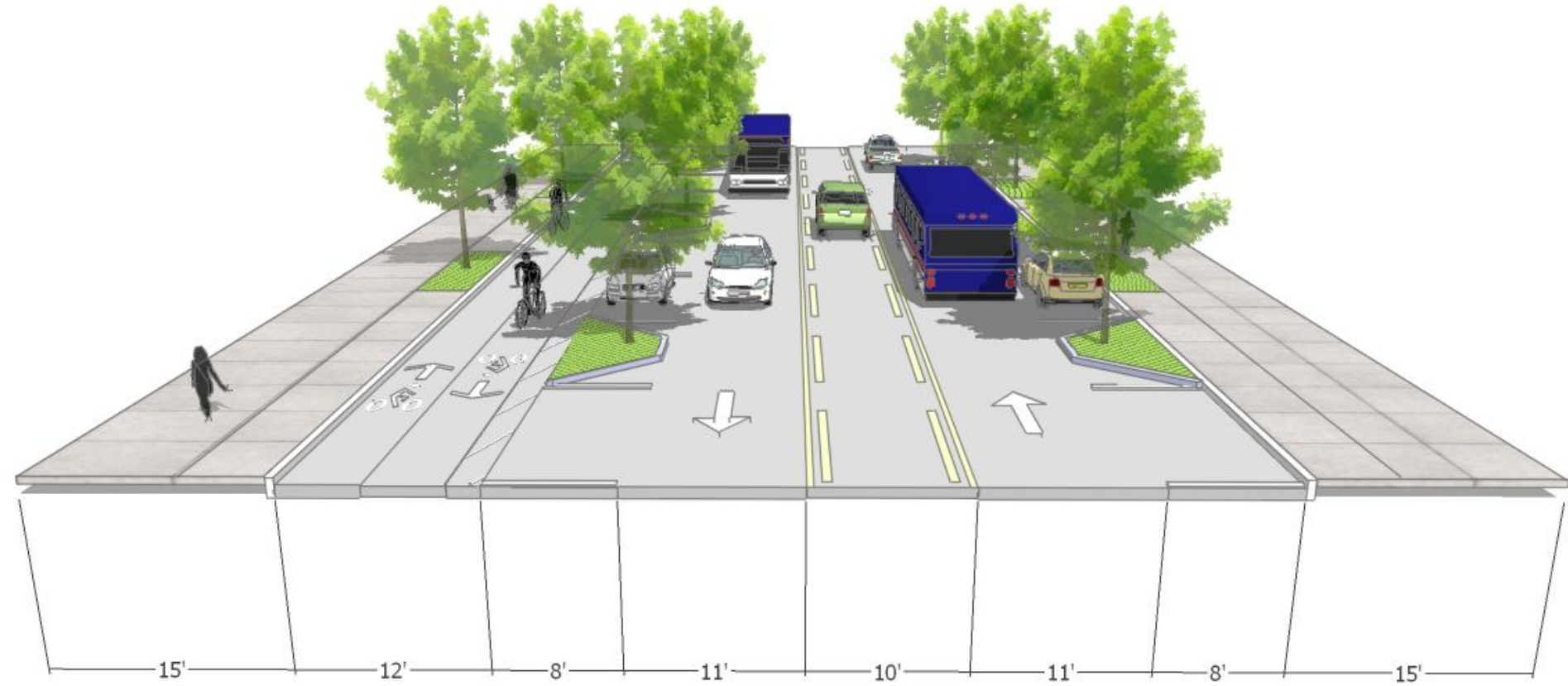


Brownsboro Road (near Zorn)





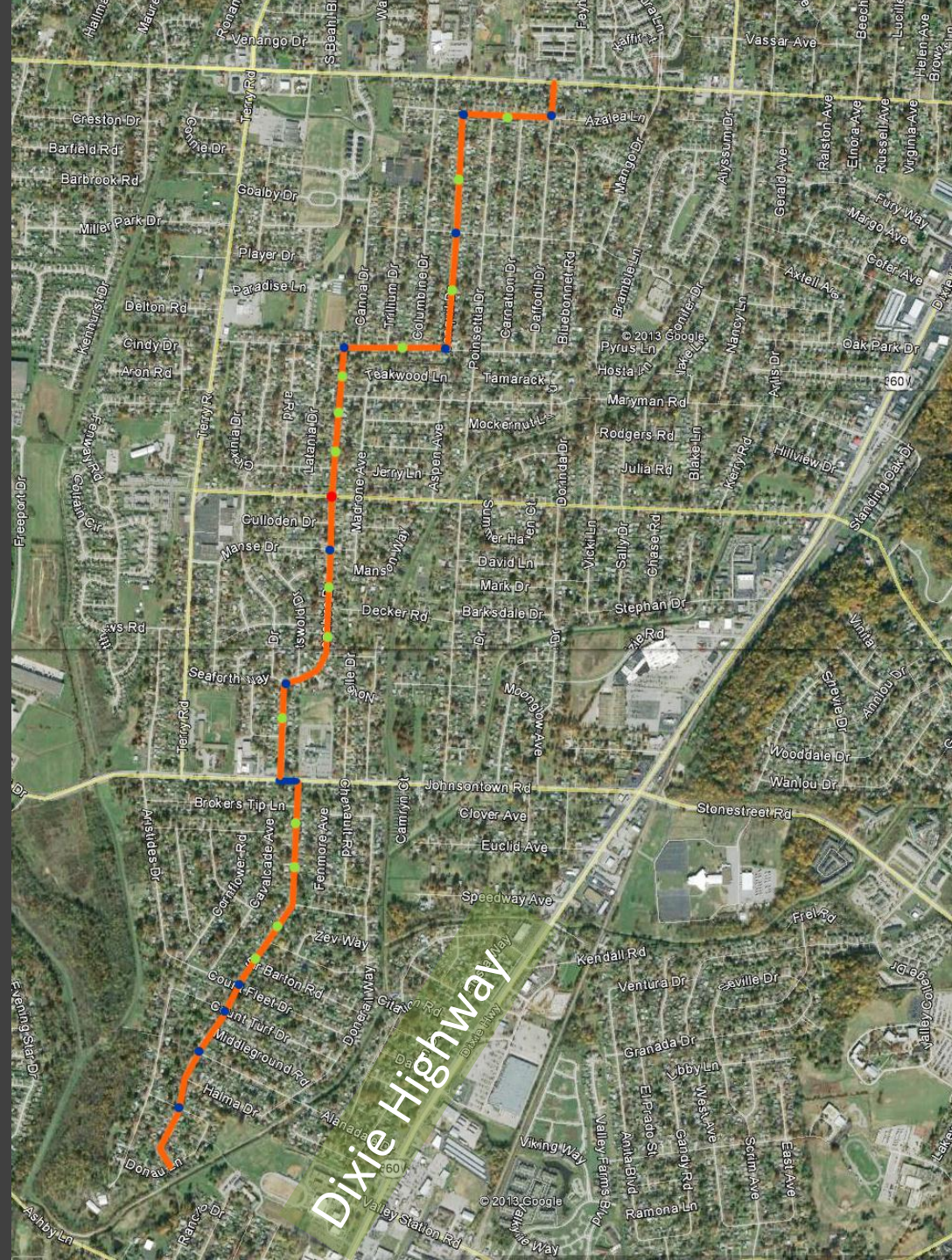
Jefferson Street Track



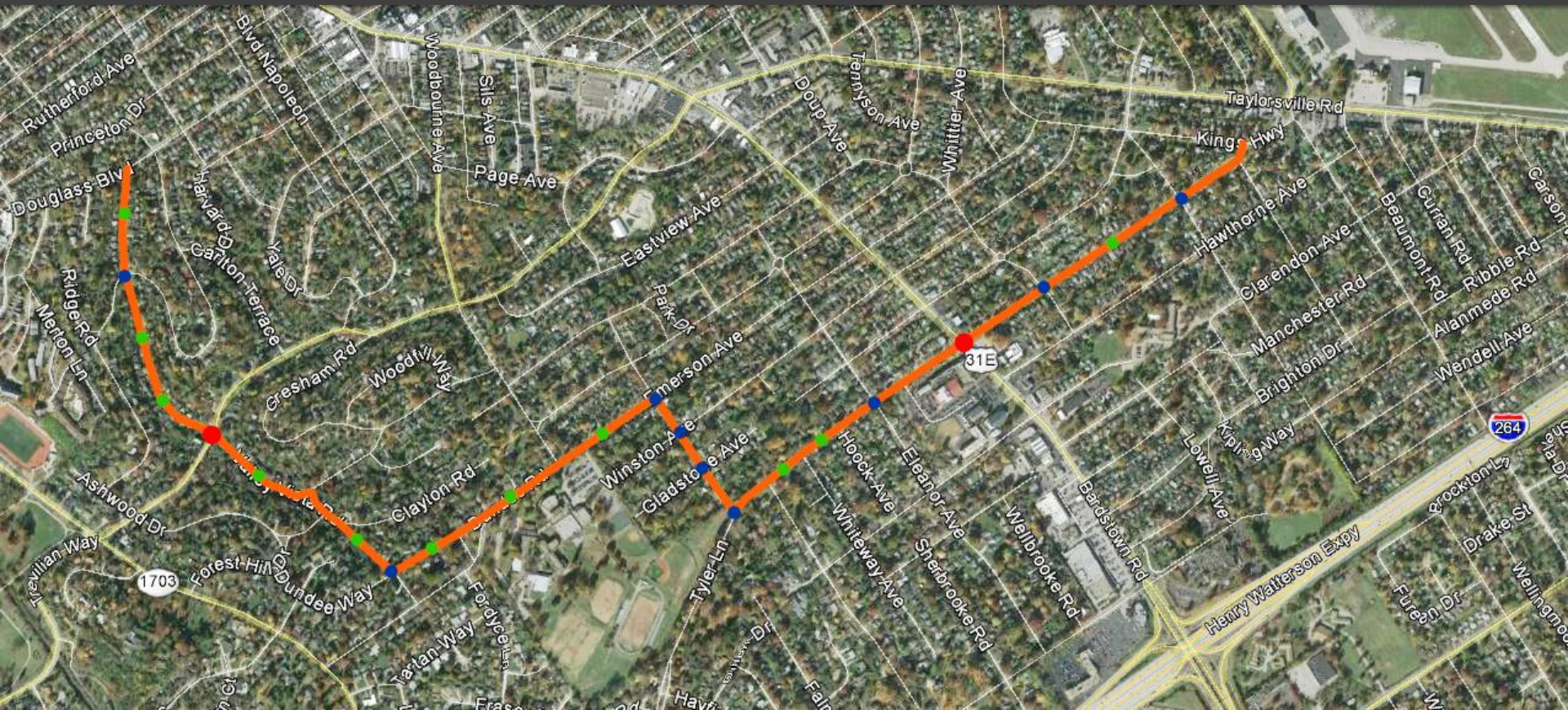
Neighborways



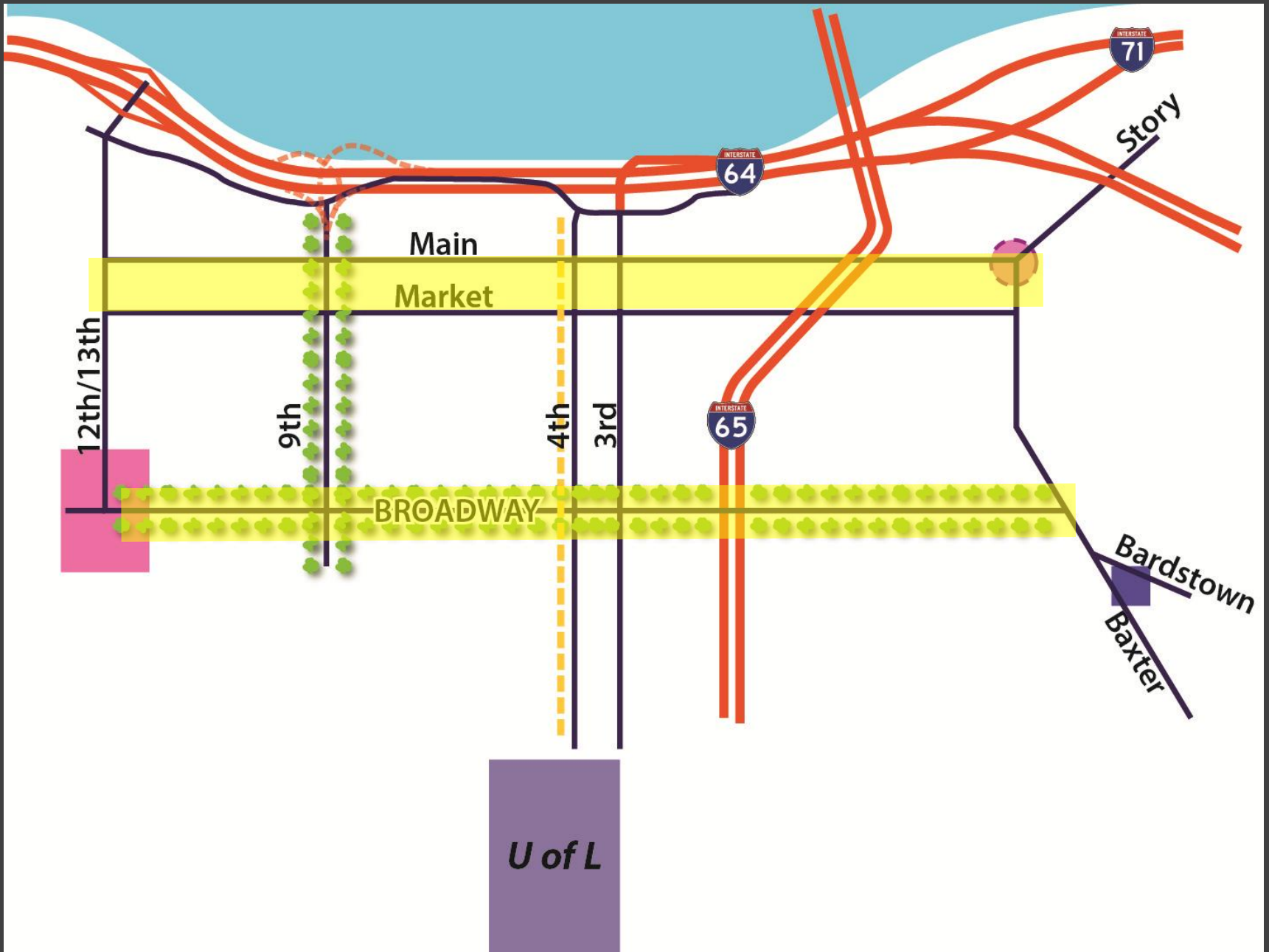
Dixie Hwy Parallel Neighborway



Bardstown/Taylorsville Neighborway



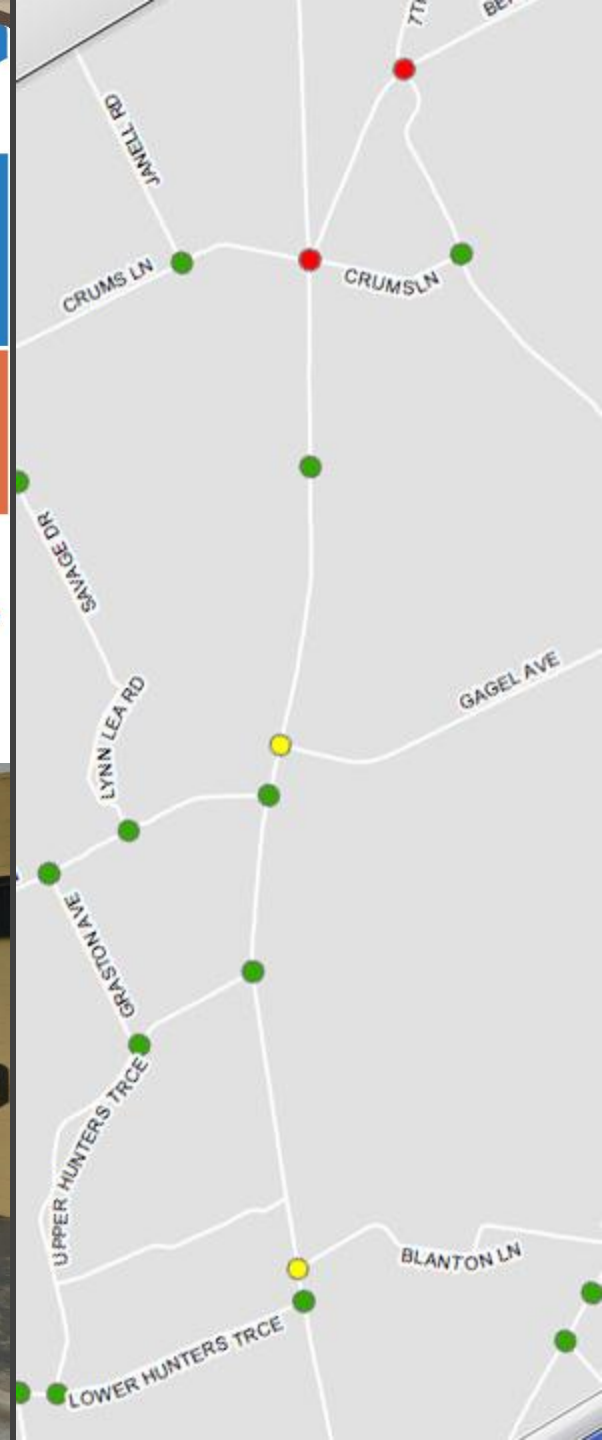
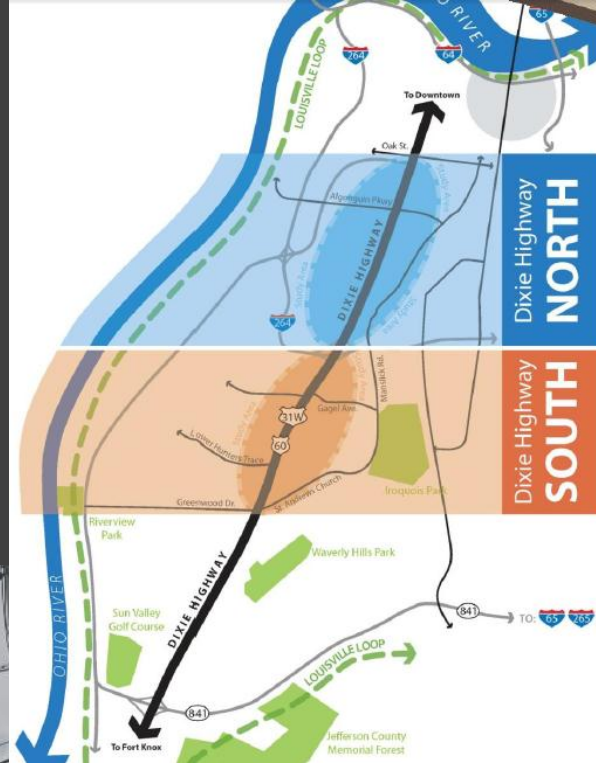
Premium Transit



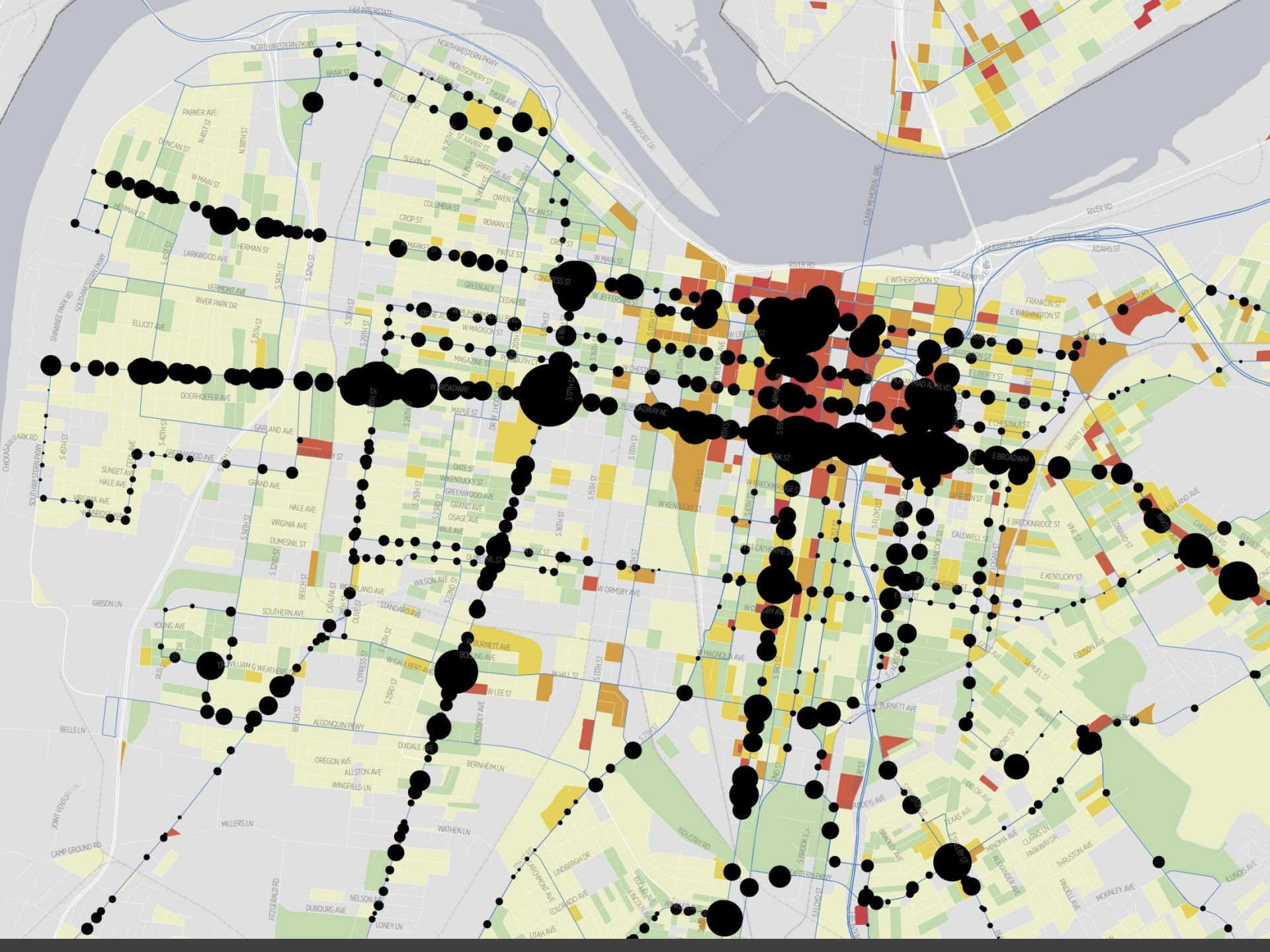
Pedestrian Safety/Transit Dignity



Corridor Retrofits







Market/Main - Rail Transit/Streetcar

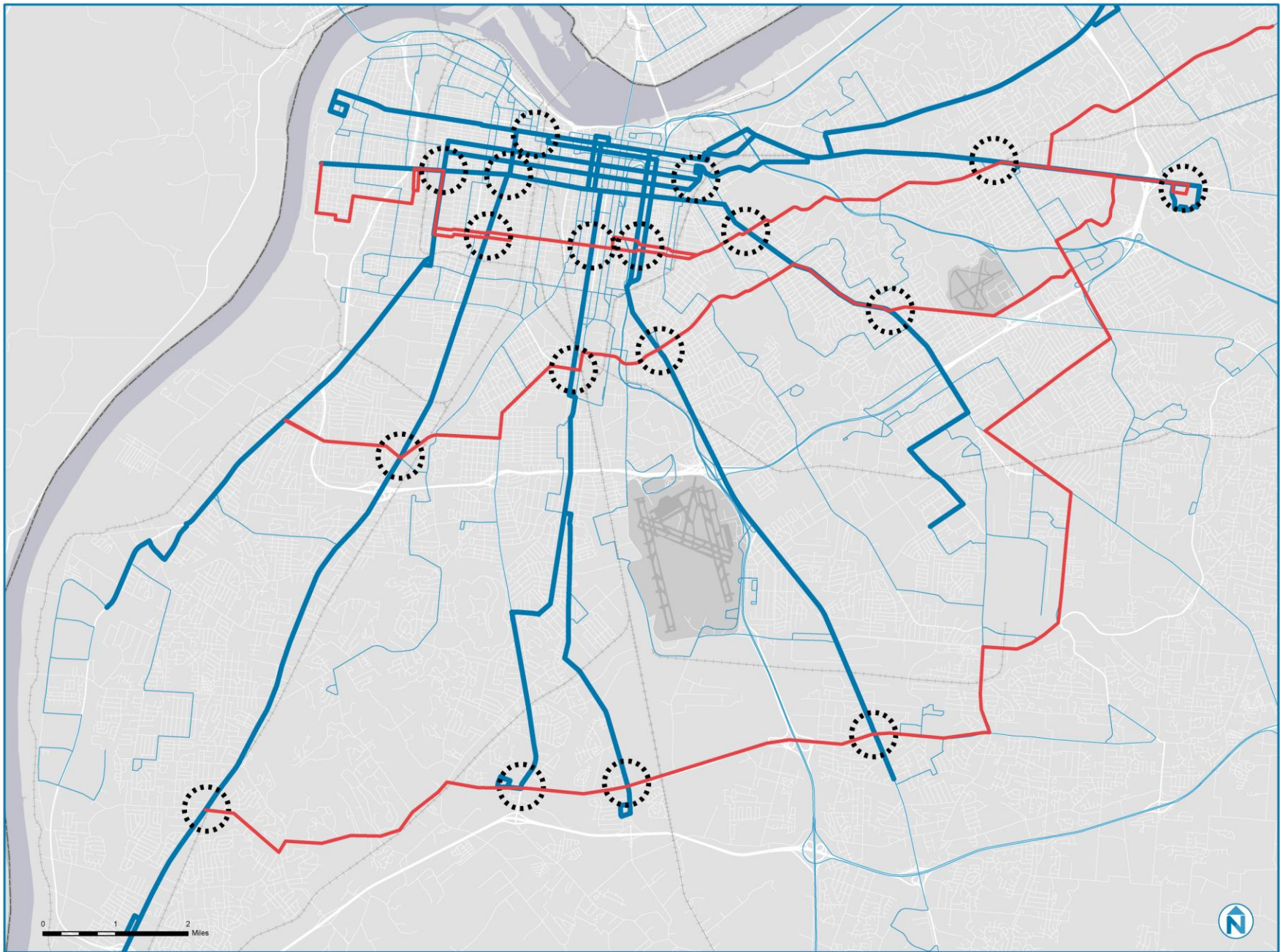


Downtown Electric Buses



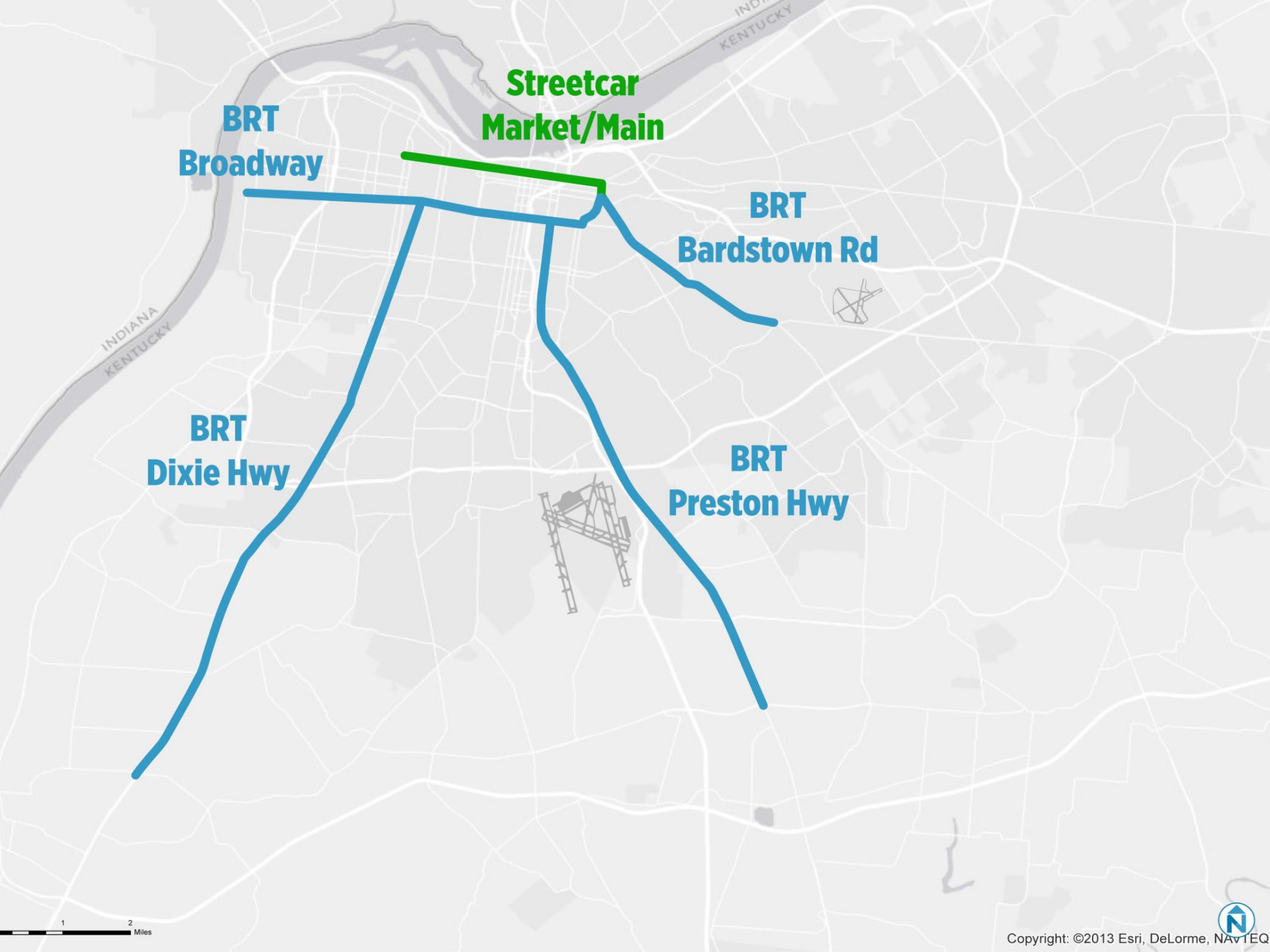
Broadway – Rapid Bus





Express Bus Facilities





**Streetcar
Market/Main**

**BRT
Broadway**

**BRT
Bardstown Rd**

**BRT
Dixie Hwy**

**BRT
Preston Hwy**

Next Steps

September – Prioritization Workshops



Thank You

www.louisvilleky.gov/movelouisville